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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 80, NO. 64 NEW YORK, U. S. A. MONDAY, OCTOBER 1, 1956 TEN CENTS

SBA Approves Gov't. Loans For Small Indoor Theatres

Group Says Applications Now Will Be Accepted and Considered 'on Merits'; Called Vital to Community Economy

By J. A. OTTEN

WASHINGTON, Sept. 30.—The Small Business Administration announced over the weekend that conventional theatres will now be eligible for government loans.

In a statement issued on its decision, SBA limited loan applications to "four-wall theatres," and said such applications would now be "accepted and considered on their merits."

The SBA statement recognized that "four-wall theatres, in addition to providing entertainment, frequently make substantial contributions to the maintenance and advancement of the economy of their communities." It was for this reason, SBA said, that its loan policy board had agreed to extend "financial assistance" to small theatres for their "modernization, equipment, repair or operation."

Follows Suggestion of SSBC

SBA said that at a Sept. 17 meeting its Loan Policy Board had given careful consideration to the recommendation of the Senate Small Business Committee that small theatres be made eligible for loans in cases where regular lending institutions would not grant credit. The committee recommendation had been incorporated in a brief filed with SBA by A. Julian Brylawski for the Theatre Owners of America, urging that SBA extend its

(*Continued on page 4*)

SBA Action Seen Aiding Modernization

The announcement by the Small Business Administration that "four-wall theatres" are eligible for government loans "should open the doors for much modernization and refurbishing of theatres," according to Ernest Stellings, president of Theatre Owners of America.

Stellings, along with Harry Brandt, president of Independent Theatre Owners Association, expressed certainty that the SBA action would afford many theatres "a new lease on life."

The TOA head, speaking from Charlotte by telephone, said that "it is a step forward in getting the motion picture theatre out of a classification which also includes cabarets, saloons, etc. The SBA move will enormously aid theatres, especially the small ones, who haven't any established source of borrowing loans."

Brandt, who presented this suggestion to the Senate Small Business Committee last March, said: "The action will serve as a shot in the arm for small theatre owners and should act as a tremendous incentive to the refurbishing of theatres, purchase of new equipment, and in supplying working capital, giving hundreds of theatres a new lease on life."

Rhoden Cites Need of 'New Approaches'

Special to THE DAILY

PHOENIX, Ariz., Sept. 30.—On the eve of National Theatres' three-day convention, which gets underway here tomorrow at the Arizona Manor Hotel, president Elmer C. Rhoden asked the delegates to "recognize the quickly changing conditions that beset our industry" as "we must think in terms of what is going to take place rather than what has already taken place."

In his preliminary message, Rhoden said: "I want you to think in terms of what we as merchandisers of motion picture entertainment must provide to

(*Continued on page 6*)

Goldsmith Selected for SMPTE Progress Medal

Dr. Alfred Norton Goldsmith, motion picture and television consultant, has been selected by the Society of Motion Picture and Television Engineers as the 1956 recipient of its highest award, the Progress Medal. He will receive this award during the Society's 80th convention at the Los Angeles Ambassador Hotel on Oct. 9.

A. N. Goldsmith

The Progress Medal was established in 1935 "to honor outstanding achievement in motion picture, and later television, tech-

(*Continued on page 6*)

TV Shift to UHF Seen 'Jeopardizing' Service

The transfer of all television broadcasting to the ultra high frequency (UHF) band would jeopardize the future of television in the country, the Radio Corp. of America and the National Broadcasting Co. have protested

(*Continued on page 11*)

Williamson, Livingston Promoted by Warners

Ed Williamson, Warner Bros. Southwest district manager, has been promoted to Midwest division sales manager, with headquarters in New York, and Grover Livingston, Southeast district manager, is promoted to the post of Southern district manager,

(*Continued on page 11*)

Allied Artists Acquires 4 Southern Exchanges

Allied Artists Pictures Corp. has purchased four Southern exchanges—in Atlanta, Memphis, New Orleans and Charlotte—formerly owned and operated by the late Arthur Bromberg, according to an announcement by Steve Broidy, AA president. Ef-

(*Continued on page 11*)

Television Today

IN THIS ISSUE **PAGE 7**

- **An examination of certain alleged facts relative to operation of the television system currently under inquiry in various directions takes precedence this week in Spotlighting the News.**
- **Who's Where—Personnel changes continue to alter the scene.**
- **Passing in Review—The week's high spots, and low, in shows.**

Membership Drive Set By Variety Clubs Int'l

Special to THE DAILY

DENVER, Sept. 30.—Variety Clubs International will initiate a membership drive in all seven districts, with the International representative showing the largest increase, percentage-wise, to receive a plaque. The club showing the best increase will get a special prize to be decided on later. Local clubs are urged to start drives to get

(*Continued on page 11*)

PERSONAL MENTION

SPYROS P. SKOURAS, president of 20th Century-Fox, has returned to New York from Hollywood.

•

BENJAMIN THAU, Loew's, Inc., vice-president, will return to the Coast tomorrow from New York.

•

WILLIAM DOZIER, RKO Radio vice-president in charge of production, returned to Hollywood on Friday from New York.

•

BIRK BINNARD, head of advertising for Stanley Warner Theatres in the Philadelphia zone, left New York on Friday for a Caribbean cruise.

•

JAMES LARKIN, in charge of the theatrical passenger department for B.O.A.C., left New York at the weekend for Knoxville, Tenn.

•

RAY FEELEY, former executive secretary of Independent Exhibitors of New England, and now a circuit owner in that area, is hospitalized at Norwood, Mass.

•

MARIE PELLEGRINI, secretary to STAN BRODY, United Artists newspaper contact, will be married on Nov. 3 to JOSEPH BUONOCORE at St. Anne's Church, Flushing.

•

LAWRENCE LIPSKIN, public relations assistant to LACY W. KASTNER, executive vice-president of Columbia International, left over the weekend for Europe.

•

MARY PONICTERA, of the M-G-M special service department, was married yesterday to EDWARD ZALESKI at the Church of St. Vincent de Paul, Elmont, L. I.

Du Mont's Electronicam Will Be Shown Tonight

HOLLYWOOD, Sept. 30. — Studio heads, producers, directors, bankers, camera men and film editors will comprise the first audience invited to witness a demonstration of the Du Mont "Electronicam Film System" Monday evening at the Paramount Sunset studios, during which a six-minute film will be shown.

Subsequent demonstrations, conducted during the week, will be observed by other segments of production personnel.

Sarnoff Looks to Future: Sees 'Person-to-Person TV'

Brig. Gen. David Sarnoff, chairman of the board of the Radio Corp. of America, looked into the future last night at a dinner in his honor at the Waldorf-Astoria here and predicted the collapse of Soviet communism, the outlawing of war, person-to-person television, and the control of weather by 1976.

Gen. Sarnoff's vision highlighted a golden anniversary dinner at which friends and associates paid tribute to his service in radio, tv and electronics, exactly fifty years after he began his career in radio as a messenger boy with the Marconi Wireless Telegraph Co., later acquired by RCA.

Certain of Technical Advance

In predicting what he thought would be the major developments of the next 20 years, Sarnoff said he was much more certain of technological progress, "an area where we can tread with some assurance—I wish I had the same degree of assurance with respect to developments in the social and political areas."

Soviet communism will collapse under the weight of its economic errors when they are recognized by its own people, he said. Capitalism will be intensified, he predicted, living standards will rise, and the major problems will not be how to use labor but how to use leisure time.

Sees Use of Solar Energy

In the technological fields, he foresaw a vastly increased use of nuclear energy and the effective control and use of solar energy. Communications, he said, will develop world-girdling, color tv systems and people will be able to speak directly to each other and see each other as they talk on opposite sides of the planet.

Electronic light will emerge from the laboratories, he said, to bring "startling new types of illumination, to change the appearance of our factories, streets, stores, highways and homes." Citing its use in tv, he said that electronic light will "ultimately replace the tv tube altogether with a thin, flat-surface screen that will be hung like a picture on the wall."

Tributes and awards were presented to Gen. Sarnoff by tv-radio associations. Congratulatory messages were received from President Eisenhower and Sir Winston Churchill.

Dr. Elmer W. Engstrom, senior executive vice-president of RCA, gave him a special "gift" from company scientists, several items he had asked to be developed for his fiftieth anniversary at another dinner five years ago. They included magnetic tape recorders for tv, an electronic refrigerator and an electronic air conditioner.

Gehring Set to Speak At N.E. Allied Meet

BOSTON, Sept. 30 — William C. Gehring, vice-president of 20th Century-Fox will address the 25th annual convention of Independent Exhibitors, Inc. of New England, a unit of National Allied, Oct. 16 at Toy Town Tavern, Winchendon, Mass., it has been announced by Edward W. Lider, general chairman.

Although his subject has not as yet been announced, Gehring will speak before an open session of the two-day convention on the second day.

Sets Canada Releases

E. J. Baumgarten, president of Associated Film Releasing Corp., has completed a releasing deal with Jerry Solway of Astral Films Limited of Toronto, Ontario, for Canadian distribution of his Associated pictures, "Three Outlaws," "Blonde Bait," and "Frontier Gambler."

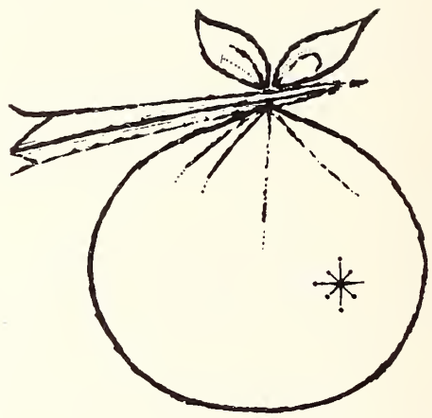
Rentals Pla Going to Allie

A film rental formula designed eliminate "many of the proble arising from methods used today film buying" will be presented to t annual convention of Allied Sta Association in late November, it w learned here at the weekend.

The plan, in work for some tin suggests a ceiling on film rentals a it is hoped that this formula "wou be adopted and put in use by e hibitors on a national, exchange ar or state operational level."

According to a prominent Alli representative, the plan provides f a "50 per cent top rental in first r theatres, 35 per cent top in seco runs, 25 per cent in sub runs, and flat rental in all theatres grossi $1,000 per week or less. A slidi scale would also be used." He d not say whether or not there we any legal hindranees to the suggest plan.

The Allied member said this "fo mula" was originally worked up number of years ago by some me bers of Allied Theatre Owners New Jersey, who called it "The Co cord Plan."



✳ it's on its way!...

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PEOPLE

Ernest T. Conlon, who for the past x years has been executive secretary Allied Theatres of Michigan, has signed his post effective today. ilton London, president, announced e resignation with a tribute to Con- n, whose future plans have not yet en announced.

□

Joseph Wolf, vice-president of Em- assy Pictures Corp., Boston, is the bject of an article in "The Jewish dvocate," of that city, which pays ibute to Wolf for his more than) years of service to the community.

□

Cy Feuer and Ernest H. Martin, roducers of the Broadway musical, Vhere's Charley" and other hits, ill produce for M-G-M a film based a "Stay Away Joe," novel by Dan ishman.

□

Otto K. Olesen, Los Angeles post- aster and the man who developed door lighting for motion pictures us skylighting for film premieres, s been elected a member of the oard of directors of Cathedral films, oducer of Bible motion pictures.

□

Robert D. Levitt, general manager California National Productions, s been elected vice-president and neral manager of the NBC sub- liary.

aramount Holding ontinental Meet Today

PARIS, Sept. 30 — Charles Boas- rg, Paramount's supervisor of orldwide sales on "War and Peace" d "The Ten Commandments," to- orrow will open a three-day dis- ssion of sales policies and distri- ution plans for the two productions a full-scale meeting here of the mpany's Continental managers lled by James E. Perkins, execu- ve vice-president of Paramount In- rnational Films.

Boasberg and Perkins flew here om New York over the weekend. ne former is due to return to the .S. by plane by the end of this eek.

John Nathan, division manager for ontinental Europe, and Henri Klars- ld, general manager, both of whom eadquarter here, will attend the ree-day parley, over which Per- ns will preside.

own Reopens Theatre

BUFFALO, Sept. 30 — Reopening the Auditorium theatre in Perry, . Y., under new ownership is sured following negotiations between e Town Board and Mount Morris terests. New holders of the lease are unzio and Sarah Tantillo. The thea- e had been closed about three onths.

Large and Small Units Go For Lustre-Creme Tieups

Telegrams, telephone calls, personal conversations, letters and postcards continue to pour in, as a direct response to the advertising for Colgate's $35,000 Lustre-Creme Sweepstakes, to name the best actress of the year, in accord with the 25th Annual FAME poll in "Motion Picture Herald." Thus far, the advertising has appeared only in the DAILY and "Herald," plus the original spread in the issue of "Life" magazine for Sept. 17.

Interest Is Widespread

But, large and small units across the country have asked for the Colgate cooperation which was promised, and is being delivered at the point of sale, throubh 20 Colgate field men, and with the free distribution of posters, and the sponsorship of local dealers. One major company will get five "kits" for each of its 32 field exploitation men, and will display the Lustre-Creme advertising in their branches, so visitors along Film Row may see the advantage to themselves in promoting audience participation in a popularity poll.

Another of the major companies has asked for advertising materials to be sent to each of their 50 exploitation men in the field—and they say, with enthusiasm, they are glad to cooperate in anything with as much vigor and substance, which builds public interest.

Inquiries Directed to Colgate

Every inquiry received is directed to the Colgate-Palmolive Company, one of the largest national advertisers, and in each situation, there are from six to twelve local merchants who will be alerted to cooperate, and who will also display the same poster advertising and counter or floor standees devoted to the Sweepstakes.

Strike Notice Withdrawn By British Carpenters

From THE DAILY Bureau

LONDON, Sept. 30—A "get tough" attitude on the part of producers and a declaration by the union chiefs against unofficial action, has resulted in a majority of the studio carpenters withdrawing notices they gave Tuesday of stopping work next week. An almost complete shutdown of studios was thus averted.

Tuesday most of the carpenters served individual notice they would stop work next week in protest against what they termed unreasonable delay in negotiations for a new wage schedule. The notices were not authorized by union officials.

'Oklahoma!' in Denver

DENVER, Sept. 30 — Rodgers & Hammerstein's "Oklahoma!" produced in Todd-AO, has been booked for the Tabor theatre here and will open to the public either on October 9 or October 10, it is announced by Ted O'Shea, vice-president in charge of sales for Magna, distributors of the film.

Skouras Tells 'Holders Of Oil Wells, Product

Twentieth Century-Fox has started drilling on its tenth oil well, president Spyros P. Skouras has announced in a letter to stockholders giving a report on the film company's financial situation, forthcoming product, and consummation of the purchase of African Theatres, Ltd.

Skouras said the company completed drilling its ninth oil well on Sept. 9 and commenced operations on well No. 10 which is presently down to 3,200 feet.

The 20th-Fox head reported on the company's consolidated earnings for the 26 weeks ended last June 30, which were published in MOTION PICTURE DAILY Aug. 31. Skouras also discussed the product line-up until Christmas, disclosing that "Anastasia" will be the company's holiday release.

Lomba Managing Director

Commenting on the foreign theatre acquisition, Skouras said that Edward F. Lomba, who has been in charge of film theatre operations for 20th-Fox, has been made managing director of the new operation. He said that the acquisition of the African Theatre properties, which embrace 144 theatres, office buildings and other commercial space, was financed on a long term basis and at a favorable rate of interest entirely in South Africa with the exception of an advance from New York in the amount of $4,200,000.

Miss Herrick to Europe To Contact Producers

From THE DAILY Bureau

HOLLYWOOD, Sept. 30.—Margaret Herrick, executive director of the Academy of Motion Picture Arts and Sciences, left here by plane at the weekend to acquaint film producing centers in Europe with the new rule governing the Academy's best-foreign-language-film award.

Under the new rule adopted by the board of governors, which heretofore has voted this award without consulting the membership, the entire membership hereafter will have a chance to vote on five foreign films selected by the committee named for that function.

'Exploratory Trip' Made

Announcement of the change also disclosed that the Academy president had made an "exploratory trip through Europe" calling on "academies" and similar groups and had reported, "Everyone to whom I suggested the possible change was most enthusiastic."

. . . NEWS ROUNDUP

Lantz Has Cartoon Exhibit

Walter Lantz is preparing an exhibit concerning the various phases of animated art for showings around the country. The exhibit, which will feature Woody Woodpecker and other top Lantz cartoon characters, will have its first unveiling at the galleries of the Art Association of Richmond, Indiana, this week, the first of 18 showings in the East.

■

Work Starts on 'Karamazov'

M-G-M has started pre-production preparations on the filmization of Feodor Dostoevski's famous novel, "The Brothers Karamazov." Millard Kaufman is writing the screen play.

■

Navy Showing 'Attack!'

Following a special showing for United States Navy officials in Washington, Robert Aldrich's "Attack!" has been accepted by the Navy's Motion Picture Department for exhibition aboard ships and at shore stations around the world, it was announced by William J. Heineman, United Artists vice-president in charge of distribution. With the Navy's acceptance, the UA release has now been cleared for presentation to all U.S. servicemen at home and abroad.

■

Launder Due Here

Frank Launder, co-producer and director of "Wee Geordie," the British-made film set to open at the Little Carnegie Theatre, Oct. 7, will arrive in New York from London Oct. 5 for the film's premiere. The first two performances will be for the benefit respectively of the Olympic Fund and the Caledonian Hospital.

Kaiser Hawaii Studio Will Cost $500,000

From THE DAILY Bureau

HOLLYWOOD, Sept. 30—The motion picture studio to be erected by Henry J. Kaiser in Hawaii will cost more than $500,000 to construct and equip, Edward M. Gray, West Coast film distribution executive speaking for Kaiser, told a press group at luncheon in the Luau Restaurant on Friday.

Gray said producers using the Hawaii studio will be enabled to obtain 36-hour service from Consolidated Laboratory in Hollywood, and therefore will not build own laboratory in Hawaii until the studio attains capacity use.

spread th

Reach New Italy-U.K. 3-Year Pact

By WILLIAM PAY

LONDON, Sept. 27 (By Air Mail).—A new three-year agreement has been reached—subject to approval—by British film producers and the Italian industry governing the exhibition of British films in Italy and Italian films in the U. K. This follows talks between representatives of B.F.P.A. (British Film Producers Association) and A.N.I.C.A. (Associazione Nazionale Industrie Cinematografiche Ed Affini) in Rome consequent on the passing of the new Italian film law which establishes a compulsory deposit of 5,500,000 lire for the circulation of foreign films in Italy.

Six Exemptions Written

Under the agreement total exemption from the "compulsory deposit for dubbing" is granted to: two British films for every Italian film given a major circuit release in the U. K.; one British film for every Italian film given a minimum guarantee of not less than £10,000 for distribution in the U. K. and British Commonwealth; or to two British films for a minimum guarantee of not less than £25,000; one British film for every Italian film given worldwide distribution by a British company; one British film for every Italian film given a minimum Italian distribution of 75,000,000 lire by an Italian distribution company which is British controlled; one British film for every Italian film in which a British company has invested 50 per cent of the cost which must not be less than 200,000,000 lire.

American Firms Excluded

Companies which are registered in Britain by a subsidiary of, or controlled by, an American company are excluded from the agreement.

The B.F.P.A.-A.N.I.C.A. agreement also provides for 16 British films nominated by the B.F.P.A. to be granted exemption each year subject to payment of £1,100 for each film into a London "pool" which is administered by the two associations.

B.F.P.A. representatives at the Rome negotiations were John Davis, president; Sir Henry French, director-general, and Anthony Havelock-Allan, assisted by James Alexander of J. Arthur Rank Film Distributors, Italy.

Set Second Sherwood Awards for Television

The second annual competition for the Robert E. Sherwood Awards for "television programs dealing with freedom and justice" has been announced by Robert M. Hutchins, president of the Fund for the Republic. The Fund established the awards last year in memory of the noted playwright, who was a director of the Fund.

A panel of jurors will make three awards: $20,000 for the best drama and $20,000 for the best documentary produced on a network, and $15,000 for a production in either class appearing on an independent station.

Programs presented on commercial television between today and May 31, 1957, are eligible for the competition. Last year's competition attracted some 125 nominations. The subjects of those recommended ranged "from integration to censorship, from the problem of loyalty and security to the freedom of the press."

Same Jury as Last Year

The jury of awards will be the same as last year's with one addition—James J. Rorimer, director of the Metropolitan Museum of Art. The other jurors are Kermit Bloomgarden; Buell G. Gallagher, president, College of the City of New York; Robert M. Purcell, president, KEVE, Minneapolis; Mrs. Eleanor Roosevelt; Gilbert Seldes; Robert Taft, Jr., attorney, of Cincinnati; Harrison Tweed, attorney, of New York City; Philip H. Willkie, president, Rushville, Ind., National Bank.

Fox Orders 500 Prints Of 'Tender'—A Record

One of the highest print orders for a 20th Century-Fox CinemaScope production — 500 — has been placed with De Luxe Laboratory for "Love Me Tender," the Elvis Presley picture, which will be released during the Thanksgiving holiday period, the company disclosed over the weekend.

Exceeding by 150 the number of prints usually ordered on a major attraction, the record number will be processed on a nine-day, including Saturday and Sunday, around-the-clock "crash" program to meet playdates of the film, which also stars Richard Egan and Debra Paget. The film opens Nov. 15 at the New York Paramount theatre and will have a national saturation campaign.

Joy Houck To Set Up New Producing Firm

From THE DAILY Bureau

HOLLYWOOD, Sept. 30 — Joy Houck, President of Joy's Theatres, Inc., New Orleans and Howco, Inc., exchanges, accompanied by Robert Hargrove, Dallas, has arrived here for the purpose of setting up an independent producing company, with producer-director Roger Corman, to make five films the first year.

Houck, who has had previous production experience, including films for television, said, "I see two great reasons to go into production—to reduce the product shortage and to give exhibitors the kind of product they know will attract audiences."

N. Y. Regents Back Ban of 'Chatterley'

Special to THE DAILY

ALBANY, N. Y., Sept. 30—Affirming the license denial by the New York Motion Picture Division, State Education Department, for "Lady Chatterley's Lover," on the ground that three sequences cited by the division are "immoral" under Sections 122 and 122-A of the Education Law, the N. Y. Regents Friday approved a report by a reviewing committee. Its members were George L. Hubbell, Jr., John F. Brosnan and Jacob L. Holtzmann, the former of Garden City, and the latter of New York and Brooklyn, respectively.

The Committee said, "in our opinion, the Motion Picture Division correctly held that the sequences are immoral under provisions of the education law. Moreover, in our opinion, the whole theme of this motion picture is immoral under said law, for that theme is the presentation of adultery as a desirable, acceptable and proper pattern of behavior."

In its petition, Kingsley International Pictures Corporation stated the picture is "moral in its theme." The relationship of the principals "although not sanctioned by law is portrayed as a true marriage," the Regents Decision added.

The regents "rest" their finding upon "the fundamental recognition by our society that adultery is condemned by both God-given laws (Sixth Commandment given to Moses on Mount Sinai) and man-made law (Sections 100-103 of Penal Law)."

Kingsley International announced immediately that it will appeal the decision to the appellate division.

Loans by Gov'

(*Continued from page* 1)

loan policy to include small theatr in need of modernization.

The TOA brief estimated that loa requested by such theatres wou probably not exceed $25,000 per the tre, and that with that money the tres could take care of such necessa items as air conditioning, screen ar projection equipment, seat-refurbis ing and general modernization.

Allied States Association, throug its general counsel, Abram F. Mye had also requested that SBA ma loans available for needy theatres.

Text of Decision

Accordingly, the SBA stateme said, "it was the decision of the boa that applications from small busine concerns for financial assistance f the modernization, equipment, repa or operation of four-wall theatr which make substantial contributi to the maintenance or advancement the economy of their communities ma be accepted and considered on the merits by the Small Business Admini tration."

Exhibitors Must Back 'New Faces': Benedek

Motion picture theatre operator who have been sounding off abo the lack of new talent in picture should "now come forth and activel support the independent produce who have been using new faces i their productions," according to d rector Laslo Benedek, who recentl completed "The Fever Tree" in Cub for Dudley International Pictures.

Benedek declared here at the week end that "it is up to Mr. Exhibito now. Will he back up or stand u to his fellow's cry for new faces? I is simple to ask for new faces, bu what is he doing to help the ne talents become more valuable to th industry?"

Points to 'Opportunity'

Theatremen now have the oppo tunity to develop the new actin talents by playing films in whic they are used instead of "alway asking who is the star of the pictur whose name could go on the mar quee," Benedek stated. "The actin and writing talents are around, bu many producers are not using the due to the economics involved i production," and the knowledge tha an "unknown name wouldn't brin the customers in," he said.

e word:

TEENAGE REBEL

is the next sensation!

IN A YEAR OF SENSATIONS NO OTHER SO CHARGED WITH INTEREST!

from 20th Century-Fox in

CINEMASCOPE

starring

GINGER ROGERS · MICHAEL RENNIE

with MILDRED NATWICK · RUSTY SWOPE · LILI GENTLE · LOUISE BEAVERS

and three stars of the future

BETTY LOU KEIM · WARREN BERLINGER · DIANE JERGENS

Produced by CHARLES BRACKETT · Directed by EDMUND GOULDING

Screenplay by WALTER REISCH and CHARLES BRACKETT

Goldsmith

(*Continued from page* 1)

nology." Goldsmith was selected as this year's recipient "for his many contributions to the progress of sound motion picture and television engineering, particularly his early recognition of the importance of a tri-color kinescope and his concept of the means for its accomplishment." Goldsmith holds the patent on the aperture mask phosphortriad color kinescope tube.

Goldsmith has been active in research since he joined the General Electric Company in 1915. He was director of research of the Marconi Wireless Telegraph Company of America and of the Radio Corporation of America, of which he later became vice-president and general engineer. He presently serves as consultant to such companies as RCA, the National Broadcasting Co., and the Eastman Kodak Co.

From 1932-1934 Goldsmith was president of the SMPTE and in 1927 he was president of the Institute of Radio Engineers. He also participated in the work of the American Standards Association and of the National Television System Committee.

Plan With an Eye on the Future: Rhoden

(*Continued from page* 1)

capture the spare recreational hours of the public. The fact that our attendance has been going downward is the signal that what we have been giving them is not good enough—or our sales approach has not been effective.

'Keep Our Eyes Open'

"At this convention, let us resolve to keep our minds open to progress. Let us permit our energies to create new approaches."

Rhoden's statement was followed by one from Frank H. Ricketson, Jr., NT's general manager, who said: "We are convening in the most critical and challenging hour in our industry's history to bring forth a program of constructive objectives that will give strength and increased profits to our company."

Rhoden will deliver the keynote address on "Status of the Company" at the convention today and will be followed by Ricketson, speaking on "Where Do We Go From Here?" Gov. E. W. McFarland of Arizona and Mayor Jack Williams of Phoenix will welcome the more than 100 delegates expected from the 21 states in which NT operates 335 theatres.

Zabel Is Chairman

Edwin F. Zabel, vice-president and general manager of Fox West Coast Theatres, serving as convention chairman, will introduce Rhoden and Ricketson.

Other speakers at the opening session will include John B. Bertero, FWC president and chief legal counsel; Alan May, NT treasurer, and Dick Smith, FWC's Arizona and Imperi Valley district manager.

Rhoden will present plaques hono ing 21 theatre managers as outstan ing showmen. One of the manager William P. Lalor, of Milwaukee, w be cited as "Showman of the Year while the other men will be single out as "Showmen of the Drive."

Receiving plaques will be: Da Lackie, Ralph Hathaway, Al Sac and Al Bogatch, all from Fox We Coast Theatres' Southern Californ division; Robert M. Apple, John Fre ericks, Jack McDougall and Herma Kersken, all from FWC's Northe California division; Murt Makins, Jo Bretz, Jack Dudman and Dean Ma thews, all from the Evergreen Di trict; Ed Doty, John Denman, Wa ren Maus and Robert Sweeten, a from the Intermountain Divisio James Martin, Phil Hill, Dale Thor hill and Joe Ruddick, all from the Mi west Division.

Named 'Honored Delegates'

The managers were rewarded f their outstanding efforts by being a pointed as honored delegates to t convention.

At the afternoon session today t delegates will attend individual con mittee meetings, with Bert Piros heading up film buying and bookin Irving Epsteen, real estate and taxe Thornton Sargent, publicity and a vertising; Andy Krappman, mercha dise and concessions; R. H. McCul ough, maintenance and purchasin and Alan May, treasurers.

Zabel will chairman a committ composed of division managers, di trict managers, and showmen of t drive.

Four "workshop" committees w also function with Robert W. Seli Denver; M. Spencer Leve, Los A geles; William Thedford, San Fra cisco, and Richard P. Brous, Kans City, Mo., heading the individu groups.

Ten Topics on Agenda

Topics to be discussed inclu building attendance, stage shows, ma power development, children's show Audience Awards, Cinemiracle, mon promotions, new advertising a proaches and admission prices.

Tomorrow, the "workshop" commi tees will make their reports to t general convention.

Also scheduled for tomorrow a two guest speakers, Buddy Adler, pr duction chief, and Alex Harrison, di tribution head, both of 20th Centur Fox.

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IATSE in Pittsburgh

PITTSBURGH, Sept. 30. – Loc treasurer and ticket sellers have o ganized themselves into Local 86 IATSE, at a meeting in Hotel Pen Sheraton. Percy L. Roberts is t group's first president. Other office are Leo A. Carlin of the Nixon The tre, business agent; Lex Carlin, bus ness agent of Local 752, and Law rence J. Katz, international represen ative.

Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Spotlighting the News

xamining (Some of) the Facts

This year more people will be examining more facts than perhaps at ny previous time in our social, political and economic history and the esults may well be utter chaos. In one or two restricted areas of daily ving we've come a long way from the idyllic 18th Century concept of ie Age of Reason when it was thought that facts were everything. In olitics and in television affairs, however, there still is a cultural lag. eople persist in taking facts seriously. All this comes to mind after stening to the first important political addresses of the two opposing residential candidates and after perusing the transcript of Represent-tive Emanuel Celler's House Judiciary Subcommittee hearings. Last eek, for instance, Dr. Frank anton, president of the Columbia roadcasting Company, testified at nearly 58 per cent of all CBS-V shows are either wholly or artially owned by the network. troduced at the hearing were inutes of a special CBS program anning conference last February hich showed that of 15 CBS pro-rams and 12 independently pro-ced programs, none of the latter tegory were scheduled for CBS lecasting. Facts, which can prove ything, were here proving CBS's voritism toward its own shows. hat the minutes didn't show was at subsequently a couple of those dependently produced shows ent on the network. Also, the cts do not necessarily show what ould happen to such a fine CBS-oduced show as Adventure if its te were to hinge simply on out-de sponsorship. The award-win-ng Adventure series hasn't rned a sou in the last three or ur years. Any independent pro-ucer who would persist in pro-ucing such a program would have id his head candled long before is. Understandably, there are gitimate beefs in all sections of ie industry. Facts alone, how-ver, will not solve the problems.

V Facilities

When Robert W. Sarnoff, pres-ent of NBC, testified last week efore the Anti-Trust Subcommit-e of the House Judiciary Com-ittee in New York looking into ie matter of alleged monopoly in ie television industry, he said he ought the root of the TV prob-m today is "an inadequate num-er of stations." He told the in-estigating committee (for is this ot an election year) that the an-ver lies in the full utilization of ie 70 UHF channels and the 12 HF channels available. More com-etition and more service would esult from more stations, he said gically, and at the same time insisted that "effective competition" exists today. With considerable justification, the executive cited the network system as importantly responsible for the industry's development. There is a solution possible to the facilities shortage which is a big cause of TV problems, he said.

More Color

► There is considerable significance in the announcement that CBS Television will present an expanded schedule of color TV programs during the 1956-57 season. Godfrey, Ford Star Jubilee, Shower of Stars, Red Skelton, Heckle and Jeckle, Mr. McBoing-Boing, will be color-cast regularly, and occasionally, Climax and the Bob Crosby Show. For one week The Big Payoff will be in color. Further color-casts are due as the season progresses, it was indicated. Color, unquestionably, is a-coming.

Screen Gems Lead

► Celebrity Playhouse, Screen Gems' successful filmed series, is the number one syndicated program nationally among shows telecast in 10 or more Pulse markets, according to the latest August Pulse report, says Screen Gems. It all began three months ago when the show achieved first position among all syndicated dramatic shows. At that time it was in third place among syndicated programs of all types. Two months ago it moved up to number two slot for syndicated shows of all types.

Drama Parade

► Two and one-half solid hours of dramatic material will move across the face of the CBS-tuned television sets Thursday evenings beginning October 4. Two separate dramas, back-to-back, will occupy the time from 8:30 P.M., EDT. First is the full hour Climax, and immediately thereafter comes the new 90-minute Playhouse 90. Both come live from Television City in Hollywood. Climax is the Chrysler show, Playhouse 90 is multiple-sponsored: Ronson, Bristol-Myers, Singer Sewing Machine. How much is too much?

Politics and TV

► Television is playing an increasingly important role in the political campaign. Nathan L. Halpern, president of Theatre Network Television, Inc., has announced that the Democratic National Committee will hold a gigantic, nationwide, closed-circuit telecast Saturday evening, October 20. Television expenditures have changed the complexion of presidential and other political campaigning but TNT Closed-Circuit TV has devised a way to make television pay for itself. By joining together 50 or more cities in which local Democratic dinners will be held simultaneously October 20, the TNT closed-circuit telecast provides the focal point of a big fund-raising campaign.

TV Down Under

► Television made its belated but apparently welcome appearance in

(Continued on page 10, col. 3)

In Our View

EACH working day there pour across this editorial desk floods of release material concerning various aspects of the Television industry. This week one single release stood out from among the others like the proverbial "sore thumb" and this time with appropriate connotation. The initial paragraph of this release, from WRCA-TV, the NBC show window, Channel 4 in New York, read: "'Homosexuality—A Psychological Approach' will be the subject for consideration on WRCA-TV's 'Open Mind' program Saturday, September 29, from 6-6:30 P.M. (note new time). This program is the second in a series on the subject of 'Homosexuality.'"

This, mind you, is not a program designed for and restricted to the exclusive viewing of a group of doctors or nurses or high level educators, to be seen within the confines of their research or study precincts, logically a closed circuit problem. This, believe it or not, is on prime time, over a top station, on a Saturday, early evening, when everybody—including children of all ages—may well be turning on, or have on, their television sets at home. How in the name of all that is right, intelligent and reasonable the powers-that-be responsible could explain, condone or even faintly justify such a program at such a time is a matter of wonder.

The release indicates that the topic will be explored by a moderator, with a psycho-analyst and the president of the American Academy of Pediatrics, with the discussion placing "special emphasis on the origins of homosexuality in children." If parents want information on these matters, they know where to go. The one place in all the world where such matters should *not* be openly discussed is, in this view, on television. This is clinical material of the most delicate sort, and as such has absolutely no place in the average living room of the average home. Somebody, somewhere, should exercise the necessary authority in these matters before it is too late.

—Charles S. Aaronson

Passing in Review

ALL GALL IS DIVIDED into its ironic parts, one of which, last week, was the fact that the best single comedy show was one that is leaving the air—Jackie Gleason's filmed Honeymooners, CBS-TV, Saturday, September 22, wherein Mr. Gleason gave another example of how farce can be funniest when rooted in reality. Max Liebman's highly publicized "Stanley," on the other hand, presented with such advantages as a live audience and a star of the calibre of Buddy Hackett, was frenetic farce rooted vaguely in the never-never land of Damon Runyan. The NBC-TV Monday series has a promising format and a potentially hilarious central character. All that it lacks now are taste and a sense of humor.

CBS-TV's venerable institution, Jack Benny, returned in high, if fairly predictable spirits Sunday, September 23, performing in a manner to which most of the free world is happily accustomed. The same evening, same network, Ed Sullivan presented a large, effective slice from Edward G. Robinson's current Broadway play, "Middle of the Night." It was a huge plug for the show, but also extremely entertaining, which, after all, is the important thing.

Some of the week's most entertaining variety viewing, however, was not to be had in prime time, namely, the two Monday-Tuesday NBC-TV Tonight shows presided over by Tony Randall. Mr. Randall really is an odd one, by whom, in comparison, Steve Allen is as lively and jaunty as a Daughter of the American Revolution. Mr. Randall presided over two hilarious shows comprising Alice Pierce, better than average sketches, stories about his friends, an impersonation of Alfred Hitchcock and non-sequitors too devious to mention.

There were several new half-hour film series. On NBC-TV's British-made "Sir Lancelot" Monday night the advance reports were perhaps just a mite fullsome in view of the finished product, which was stylish and fun but not without its silliness. The initial episode of the ABC-TV, 20th-Fox-made "Broken Arrow" Tuesday night borrowed heavily—and to good advantage—from the plot of the 1950 film saga. It remains to be seen, however, whether the adventures of the white mail carrier and the Indian chief, Cochise, will capture the imaginations of the small fry, whose interest in Cochise (pronounced "Goat Cheese" by one impossibly sophisticated eight-year-old) has already been thoroughly exploited by theatrical film makers. The redoubtable Buster and young "Cuffy" Crabbe have the 5:30 spot on NBC-TV, Sunday, in "Captain Gallant of the Foreign Legion." Made on location abroad, the series looks to be excellently produced and potentially looked-for entertainment, for the youngsters especialy.

The week's live dramas were an uncertain bunch. Claudette Colbert, with a cooperating cameraman who saw to it that the right side of her face never was photographed, tried earnestly to bring some life to Robert J. Shaw's "After All These Years," presented by Robert Montgomery on NBC-TV Monday night. It was, in all honesty, ragged soap opera. Tuesday night NBC-TV's Kaiser Aluminum show, "Mr. Finchley versus the Bomb," was a slick—maybe just a little too slick—job by Rod Serling, featuring a slick and funny performance by Henry Hull. As with so much of Mr. Serling's work, there was about "Mr. Finchley" the vague, uneasy feeling that he had thought of the situation before the characters, and then set about to fabricate the characters to fit. He is, nevertheless, a skilled artisan.

V. C.

HOLLYWOOD

HOLLYWOOD: **Helen Deutsch**, a top screenwriter for MGM, where she recently completed her contract after 13 years, was captured by **Michael Dann's** approach to do a "Producer's Showcase" for NBC. With only one song writing credit, "Hi-Lilli Hi-Lo," in her scenario of "Lilli," she wrote the book and lyrics for "Jack and the Beanstalk" as her initial TV venture. Jerry Livingston wrote the music for 11 songs to be integrated into the complicated TV production. The show, due November 12, live and in color from NBC's big Brooklyn studios in New York.

Ernie "Cigars" Kovacs found new face Maureen Arthur here, to handle the singing spot on some of the segments for the Monday-Tuesday editions of "Tonight," which he takes over for NBC and **Steve Allen**. . . . After a half hour at Stear's, jam-packed with standee celebrants of ABC's Channel 7 Seventh Anniversary party Sunday, **Bobby Kroll**, composer-conductor for **Lillian Roth's** west coast tour, quipped he will join "F.A." (Freeloaders Anonymous) on his return to Manhattan.

KTTV's **Richard Moore** played host Friday for the national press premiere of Desilu's new film series, "Sheriff of Cochise," in the Crystal Room of the Beverly Hills Hotel. . . . No doubt about it, the closed circuit presentation to herald the forthcoming "Playhouse 90" series at CBS was a masterpiece. The entertainment values packed into that "trailer" could have captured a top rating *per se*. . . . NBC's "Circus Boy" received one of the highest "recommended" ratings ever tabulated by National Audience Board previewers on both coasts. . . . The George Gobel Show keeps the same staff of writers, **Howard Leeds, Everett Greenbaum** and **Harry Winkler**, with Al Lewis succeeding his friend **Hal Kanter** in the producer's spot. . . . **Peggy King** and **Jeff Donnell**, two of last year's regulars, will be freelancing for other shows. . . . This, according to Mr. Lewis, will enable the writers to fashion fresh ideas each week for a lineup of guest personalities.

—SAMUEL D. BERNS

Who's Where

Last week these changes:

WILLIAM M. WHALEN, veteran television film sales executive, has been named to take charge of Guild Films branch office in St. Louis, Mo., it is announced by JOHN COLE, vice-president in charge of sales. Mr. Whalen formerly was in charge of MPTV syndication with the United Films office in Kansas City, and previously was associated with the MPTV Chicago office.

Two new salesmen, PATRICK HARRINGTON, JR. and CHARLES V. DRESSER, have been added to the WRCA-TV Sales staff, it is announced by JAY HEITIN, director of WRCA-TV Sales. Mr. Harrington was formerly a sales supervisor for children's programs in the NBC-TV Network Sales Department. Prior to joining NBC Spot Sales in 1951, Mr. Dresser was associated with Peters, Griffin & Woodward.

JACK JENNINGS has joined the Los Angeles office of NBC Spot Television Sales and KENNETH JOHNSON has been transferred to the San Francisco office, it is announced by EDWIN JAMESON, director of NBC-TV Spot Sales. Both salesmen will report to WALTER DAVISON, western division manager of NBC Spot Television Sales.

SPENCER ALLEN, WGN-TV news director, Chicago, joins Lewis & Martin Film Studios effective October 1 as first vice-president in charge of public relations.

ROBERT D. LEVITT, general manager of California National Productions, Inc., has been elected vice-president and general manager of the NBC subsidiary, ALAN W. LIVINGTON, president, has announced.

ROBERT E. GALEN has been named director of research and promotion for RKO Television, it is announced by WILLIAM FINKELDEY, syndicate sales manager. Galen will be responsible for all market research and promotional sales activities for RKO Television's main New York offices and its 4 field representatives.

D. THOMAS MILLER has bee named an account executive in th New York office of CBS-TV Sp Sales, it is announced by To MUDGE, eastern sales manage Mr. Miller replaces LAMON THOMPSON, who was recent named general sales manager CBS-owned and operated stati WHCT in Hartford, Conn.

W. D. KILPATRICK has bee named manager of WSM's Artis Service Bureau, it is announce by JOHN H. DEWITT, JR., presider of WSM, Inc. MR. KILPATRICK wi supervise activities of the Gran Ole Opry including the program ming of the Saturday Night Sho and the nearly 300 yearly appea ance bookings of the Opry stars.

WILLIAM M. WOLFSON has bee elected treasurer of Televisio Programs of America, Inc. (TPA it is announced by MILTON A GORDON.

EDGAR J. SCHERICK has resigne as sports specialist for CBS Tel vision to become president of th newly organized Sports Program Inc., handling network program ming of sports. An exclusive de has been announced between Spor Programs and Sports Networ Inc., by RICHARD BAILEY, presider of the latter.

JACK SINGER has joined ABC a a presentation writer in the AB TV Network's sales developmer department, it was announced b BERT BRILLER, manager of AB TV sales development departmen it was announced.

New appointments have been an nounced for Screen Gems' expan ed sales department by ROBERT H SALK, director of syndicate sale BEN COLMAN has been appointe assistant director of syndicat sales, a position to be held in co junction with his duties as easter area manager. HENRY GILLESPI formerly southeastern sales ma ager, has been appointed midwes ern area manager, while FRAN BROWNE, formerly southern sale supervisor, has been appointe southern area manager. RICHAR DINSMORE, western area manage continues in his recently appointe position.

WILLIAM N. DAVISON, manager c WRCA-TV, the NBC-owned telev sion station in New York, has bee selected along with 15 other senio executives throughout the countr to participate in a special course a the School of Industrial Manage ment, Massachusetts Institute c Technology.

BEN R. HOLMES and A. GIFFOR EAGER, JR. have been named ac count executives of Edward Petr & Co., in New York.

ANNOUNCING THE SECOND ANNUAL

ROBERT E. SHERWOOD AWARDS

FOR TELEVISION

A scene from "Tragedy in a Temporary Town," which won $20,000 as the best network drama last season. Written by Reginald Rose and directed by Sidney Lumet, it was produced on the NBC Alcoa Hour by Herbert Brodkin.

programs dealing with freedom and justice as presented on commercial television between October 1, 1956 and May 31, 1957.

$20,000—for a network drama

$20,000—for a network documentary

$15,000—for a production by an independent station in either the drama or the documentary class

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Gilbert Seldes
Author and Critic

Robert Taft, Jr.
Attorney
Taft, Stettinius & Hollister

Harrison Tweed
Attorney, Milbank, Tweed, Hope & Hadley

Philip H. Willkie
President, Rushville, Ind., National Bank

RULES:

1. All dramatic or documentary programs dealing with a topic related to freedom and justice telecast on commercial stations in the United States and its territories between October 1, 1956 and May 31, 1957 are eligible for consideration with the exception of programs in which the Fund for the Republic may be involved.

2. The producer, director and writer of a winning program will share in the award on a basis to be determined by the jurors. The winning network or station will receive a citation.

3. In the case of a tie, the award will be divided equally between the winning programs or program series.

4. Kinescopes or films of nominated programs must be available if requested by the jurors.

5. The decisions of the jury will be final.

The Awards are given in memory of Robert E. Sherwood, until his death a Director of the Fund for the Republic and a valiant champion of American liberties. The Fund for the Republic is a non-profit corporation devoted to increasing the public understanding of the principles set down in the Constitution and its Bill of Rights.

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PAUL G. HOFFMAN
Chairman of the Board

ROBERT M. HUTCHINS
President

The Show-Makers

James Olson plays the title role in "The Life of Mickey Mantle" on Wednesday, October 3, on NBC-TV, Kraft Television Theatre being the program. Nicholas E. Baehr is author of the teleplay.

★

Teresa Wright, Robert Preston and Everett Sloane co-star in "Child of the Regiment," which will launch the 1956-57 season of the 20th Century-Fox Hour Wednesday, October 3, over CBS-TV. The story was written by Vern Sneider. Host is Robert Sterling and featured in the cast are Grandon Rhodes, Katharine Warren, Louise Arthur, Paul Birch, Grace Lem, Reba Waters, Gary Hunley and John Close. Irving Asher is executive-in-charge.

★

Michael Rennie, British stage and screen actor, will have one of the two male starring roles in "The Letter," set for Producer's Showcase Monday, October 15. Siobhan McKenna and John Mills are the other stars. William Wyler will direct.

★

George Gobel returns to the air for the third season of the George Gobel Show on Saturday, October 6, on NBC-TV. Al Lewis is producer and head writer and Richard McDonough directs. Harry Winkler, Howard Leeds and Everett Greenbaum continue as writers.

★

Jonathan Winters launches his own weekly quarter-hour variety program, The Jonathan Winters Show, in color and black-and-white, on NBC-TV Tuesday, October 2. Norman Frank will produce, and writers will be Jack Douglas, Jim Lehner and George Atkins. Music will be supplied by Eddie Safranski and his orchestra.

★

A cast of show business headliners—Vic Damone, Johnny Desmond, Patrice Munsel, Martyn Green, Robert Weede, Betty Madigan and The Four Lads—will support Basil Rathbone in "The Stingiest Man in Town," a 90-minute musical play to be colorcast on the Alcoa Hour Sunday, December 23, on NBC-TV.

★

Rocky Graziano, Joanne Woodward, Dick York and Lili Darvas have the leading roles in the Studio One production of "A Man's World" over CBS-TV on Monday, October 1. The teleplay was written by Howard Rodman, based on a novel by Douglas Fairbairn. Robert Herridge produces and Karl Genus directs.

★

"The Brothers," which premieres over CBS-TV Tuesday, October 2, features Gale Gordon, Ann Morriss, Frank Orth, Mary Lansing, Rodney Bell and others.

★

Ida Lupino and James Whitmore star in "The Fearful Courage" on Dick Powell's Zane Grey Theatre on Friday, October 12. The teleplay was written by Arthur Ross, produced by Hal Hudson and directed by Bernard Girard.

★

Jackie Gleason and Red Skelton will be on hand to wish Herb Shriner good luck when the new Herb Shriner Show gets under way on CBS-TV tomorrow.

★

Fred Coe, well known TV producer, has signed a long term contract with NBC, and is currently at work on a number of program projects.

★

Bill Mac Phail, CBS sports director, announces that veteran sportscaster Jack Drees has been signed as "Anchor Man" on the new sports show, Football Roundup, which makes its debut on CBS-TV Saturday, October 6.

★

Johnny Carson has been signed to a new five-year contract by CBS-TV, according to Hubbell Robinson, Jr., executive vice-president.

★

Gordon Duff has closed an exclusive producer-director contract by CBS-TV.

★

An agreement has been signed between CBS-TV and Shirley Booth whereby Miss Booth will star exclusively on this network in two productions during the 1956-57 season, it was announced by Hubbell Robinson, Jr., executive vice-president in charge of network programs. Both will be for Playhouse 90.

★

Lyle Bettger has been signed by producer Ben Feiner Jr. to co-star with Richard Conte, Marilyn Erskine and John Barrymore Jr. in the 20th Century-Fox hour TV film, "End of a Gun" which rolls this week at TCF-TV studios with Lewis Allen directing. Also added to the cast are Alix Talton, Malcolm Atterbury, Charles Wagenheim, Mort Mills and Benny Rubin.

★

Angie Dickinson has been set by producer Mel Epstein as the feminine lead opposite John Lupton in an ABC-TV "Broken Arrow" series episode, San Francisco, which is rolling at TCF-TV Studios with Hollingsworth Morse directing from a teleplay by Harold Swanton. Also cast are Hank Patterson, Cyril Delavanti, Florenz Ames, Booth Coleman, Richard Collier, Edgar Barrier and Ted Stanhope.

★

Alfred Hitchcock Presents stars Phyllis Thaxter in "Fog Closing In," based on an Ellery Queen mystery story and adapted for television by Martin Brooke. The date is Sunday, October 7 on CBS-TV.

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N-DAY AND NTA'S PART IN IT

TV TODAY picture

N-DAY is sometime mid-month, and it means Network Day. That's an important day for the industry, opines Raymond Nelson, vice-president and managing director of National Telefilm Associates. It's the day his company starts releasing over 110 stations. As NTA by now has said frequently, it will thereby cover 82 per cent of TV homes. With him at the National Television Film Council luncheon last Thursday are Arche Mayers, Mel Gold, and Dr. Alfred Goldsmith, all of the Council.

SPOTLIGHT

(Continued)

Australia a week ago Sunday, and advices indicate it was greeted with wide general public interest and a high degree of approval by those who saw it. First night viewers totaled 100,000, according to the probably prejudiced estimate of the newspaper which is behind the station, TCN. There are an estimated 3,000 sets in N.S.W., which makes the estimate a touch on the optimistic side. It is reported that the American material viewed was of high quality, the local talent somewhat below a reasonable par. The price of sets now, it is said, is quite high. A familiar pattern seems to be developing out yonder.

Lassie's Big Deal

► All rights to the "Lassie" telefilm and radio program and its affiliated enterprises were sold last week to Jack Wrather, in association with John L. Loeb of New York by Television Programs of America, Inc. (TPA) and Robert Maxwell Associates. TPA and Mr. Maxwell have been owners of the program since it started on T two years ago. In what will prol ably stand as one of the most in portant TV and radio propert transactions of the current yea the purchase price was given a $3,500,000, which is a half-mi lion more than Mr. Wrather pai three years ago for the "Lon Ranger" program.

Science for All

► In preparation for severa years, produced initially by th notable Frank Capra, the Bell Sy tem November 19 inaugurates it new CBS-TV one-hour color-ca on science, the first to be "Our M Sun," with Eddie Albert and D Frank Baxter in leading role The Bell System sees in the pr gram a means of arousing ne interest in modern science, an will make the series of films avai able for educational purposes. On suspects, also, that the series ma be designed promotionally to in terest more young people in scie tific careers, for the crying nee for more scientists is an importa national problem.

Joining NARTB

► Since its annual convention i Chicago last April, the Nation Association of Radio and Telev sion Broadcasters announces tha 19 TV stations and 65 AM and F radio stations have come to th fold. Television markets repr sented include those in Texa Colorado, Wisconsin, Florida, Ka sas, Ohio, Indiana, South Dakot North Dakota, Illinois, Idah Washington, Virginia and Nort Carolina.

TELEVISION TODAY—Editorial Directo Charles S. Aaronson; Eastern Editor Pinky Herman, Vincent Canby; Holl wood: William R. Weaver, Samuel Berns; Washington: J. A. Otten; Londo Peter Burnup; Photo Editor: Floyd Stone.

VB Promotes

(*Continued from page* 1)

th headquarters in Dallas, it was nounced at the weekend by Roy ines, WB general sales manager. In his new post Williamson will ve supervision over the following ices: Chicago, Detroit, Milwaukee,

Ed Williamson Grover Livingston

es Moines, Minneapolis, Omaha, nsas City and St. Louis.

In addition to continuing to supere the Southeast district offices of lanta, Charlotte, Jacksonville and w Orleans, Livingston will also ve supervision over Dallas, Memis and Oklahoma City in his new st of Southern district manager.

Williamson joined WB in 1939 as salesman in the Memphis exchange; as promoted to branch manager, emphis in 1942; was upped to anch manager in Dallas in 1950, d then named Southwest district nager in 1952.

Livingston joined Warners in 1946 salesman in Oklahoma City; was omoted to manager of that office in 48; was promoted as branch manger in Charlotte in 1950; was upped branch manager of the Atlanta fice in July 1955, and then named utheast district manager in October that year. Both promotions beme effective today.

A. A. Acquires

(*Continued from page* 1)

ctive at the close of business last ght the exchanges came under Al-d control.

Broidy said there will be no change personnel. He pointed out that, sed on performance to date this ar, the four exchanges represent 5.58 per cent of the company's mestic gross.

Broidy also revealed that Allied uld survey the advisability of openg an exchange in Jacksonville, Fla., rther to increase distribution effiency in the South.

Holden in Philadelphia

PHILADELPHIA, Sept. 30—Wilm Holden, who has been making tour of many eastern cities to help unch Warner Bros.' "Toward the nknown" arrives here tomorrow for series of press and radio interviews ior to the Wednesday opening of s first independently produced oluca picture in which he stars. he picture will be shown at the oldman Theatre, and the manageent has planned a full day of acvities for Holden.

REVIEW:

Flight to Hong Kong

Paramount-Technicolor

HOLLYWOOD, SEPT. 30

THE SWIFT, violent, colorful type of gangster story that used to start and finish in the Chicago of the Capone era is brought forward in time and internationalized, here, and turns out to be swifter, more violent and more colorful, as well as bigger and better box office merchandise as of today than as of back when Bogart, Cagney and Robinson were the names on the marquee directing ticket traffic to the scene of the screening. Today the marquee name is Rory Calhoun, who out-performs most of the gangster greats, and the production and direction are by Joseph M. Newman, one of the industry's ablest craftsmen and never more effective than in this case. The picture is bang-up in every respect.

The screenplay by Leo Townsend and Edward G. O'Callaghan, from a story by the latter and Gustave Field, opens excitingly on the hijacking of a fortune in diamonds from an international passenger plane forced down for the purpose, and proceeds at that pace, with short time-outs for romance, through a series of comparably actionful incidents taking place at highly nameful points around the globe. The incidents include a gang-type murder, booby-trapping of a warehouse, hijacking of a sailing vessel, a make-believe kidnapping, fist and pistol fights, escapes and pursuits in number. The places include Hong Kong, Tangiers, Macao, Honolulu and San Francisco.

Calhoun plays a gangster, phenomenally successful in his own right, who joins up with the international syndicate of smugglers, hijackers and so on, who control world crookdom. Ultimately, of course, he tries to get free of the syndicate, but they capture him and are on the point of doing him in when the police catch up with them and him, collectively, and cart them off to whatever legal end awaits them.

Barbara Rush and Dolores Donlon enact adequately the two girls Calhoun falls for. Victor M. Orsatti is down as associate producer. Running time, 88 minutes. General audience classification. For October release.

W. R. W.

Shift to UHF

(*Continued from page* 1)

to the Federal Communications Commission.

Both companies filed comments with the FCC saying the 12 very high frequency (VHF) channels are needed in conjunction with the 70 UHF channels "in order that television may have room in which to grow and expand."

There are basic differences in VHF and UHF performance, they said, which arise from conditions of nature. They cited television in areas of mountainous terrain and cities with large structures, saying that VHF in these situations would normally "continue to be superior in service to that provided by UHF."

They also expressed doubt that the 70 UHF channels alone would be enough to service the country, pointing to the crowding on the 107-channel AM standard broadcast band.

Berlin Award Presented

WASHINGTON, Sept. 30 — Eric Johnston, president of the Motion Picture Assn. of America, was presented over the weekend with a German government award for "Invitation to the Dance." The presentation was made at the German Embassy, by ambassador Heinz Krekeler. Johnston accepted the award, "for Golden Bear of Berlin," in behalf of Metro-Goldwyn-Mayer, the producer of the film, which won first prize at this year's Berlin international film festival.

Italians Will Stage Festival in Russia

MOSCOW, Russia, Sept. 30.—Eighteen Italian-produced films will be presented to Russian audiences here and in Leningrad during October when two Italian Film Weeks will be staged, under the auspices of UNITALIA, the government agency.

The screenings will commence at the Domkino theatre here, Oct. 15 to 22, and at the Udarnik theatre in Leningrad, Oct. 18 to 25.

Among the films which will be presented are "War and Peace," "Neapolitan Carousel," "The Railroadman," "Madame Butterfly," "Lost Continent," "Here Comes Spring," "Bread, Love and Fantasy," "The Road," "Umberto D," "Four Steps on the Clouds," "Trial to the City," "Without Mercy," "Sonso," "Paisa," "Leonardo Da Vinci," "Picasso" and "Chronicle of a Love."

The Italian Film Weeks have been set up in the hope that the Soviet motion picture market could be opened to Italian productions. The Russian government will reciprocate with a Russian Film Week to be held in Rome and Milan, Italy, from Nov. 4 to Nov. 14.

Showmanship Brochure Popular with Exhibitors

The Theatre Owners of America "Business Builders" brochure on showmanship ideas has received a warm reception among theatremen across the nation, according to a TOA representative, who said that a number of top circuits have formally requested copies of the brochure.

The "Business Builders" brochure "is like a Gideon Bible in a hotel room. It is *there*, but you've got to use it," he said.

Variety Clubs

(*Continued from page* 1)

all possible new members in all facets of the entertainment business, including radio, television, sports, etc.

The board meeting here heard reports of International representatives, which led to the membership drive idea, planned to solidify and materially to increase the charity efforts on both local and international levels.

Nineteen officers and International representatives attended the two-day meeting which closed on Friday, with John Rowley, Dallas International chief barker, presiding.

'Legitimate' Theatre Handling for 'Ten'

Paramount Pictures will handle showings of Cecil B. DeMille's "The Ten Commandments" as if it were a property of the legitimate theatre, according to Jerome Pickman, Paramount's national director of advertising, publicity and exploitation.

"We will present two-a-day shows around the country, a ten-minute intermission during the picture, reserved seats—and here in New York we're offering blocks of tickets to brokers, at full price, if they're interested," Pickman said.

The picture will open here Nov. 9, at the Criterion theatre. Show time on the two-a-day program will be 2:00 P.M. for weekday matinees and 2:30 P.M. for matinees Saturday, Sunday and holidays.

Admission prices have been scaled as follows, at the Criterion, Pickman said. All evening shows and Saturday, Sunday and holiday matinees, $3.30 for orchestra and loge seats and $2.40 for balcony tickets; Monday through Friday matinees, $2.40 for orchestra and loge, $1.80 for balcony, and the future Saturday and holiday A.M. showings will have the entire house going for $1.80 per seat.

As for the showings elsewhere in the country, Pickman said that extensive market analyzing decided the distributor to let the individual exhibitor make his own arrangements according to his particlar situation. All exhibitors contracted for two-a-day showings and intermissions, he said, but not all of them will be adhering to a strict reserved seat policy.

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 80, NO. 65 NEW YORK, U. S. A. TUESDAY, OCTOBER 2, 1956 TEN CENTS

rthur Says:

SCTOA Favors Circuits in Production

ees Roundtable Success 'ependent on 'Honesty'

By LESTER DINOFF

"There is no need for a roundble conference unless all segments the motion picture industry have honest de-re to work to-ther for a e t t e r indus-," in the opin-n of Harry C. rthur, Jr., esident of the outhern Cali-rnia Theatre wners Associa-on.

Harry C. Arthur

Arthur, who here for conrences with e production-stribution companies, also said yes-

(*Continued on page* 6)

o Honor German at DA Dinner Oct. 24

William J. German, prominent mo-on picture distributor, will be guest honor at the motion picture industry's dinner in behalf of the Joint Defense Appeal, Oct. 24 at the Hotel Astor here, it was announced yesterday by Robert S. Benjamin, board chairman of United Artists, JDA chairman in the motion picture industry.

William German

Joint Defense Appeal is the fund-ising branch of the American Jew-n Committee and the Anti-Defama-on League of B'nai B'rith. JDA's 56 goal is $5,600,000.

German has taken a leading part

(*Continued on page* 6)

'How to Do It'

SBA Branch Offices Open for Theatre Owners Seeking Loans

By J. A. OTTEN

WASHINGTON, Oct. 1.—Small Business Administration officials said theatre owners interested in getting SBA loan assistance may start filing loan applications immediately. They stated that applications can be filed in any of the 25 SBA branch offices or 15 SBA regional offices around the country. One of the key pieces of evidence a theatre owner needs to have when he files for an SBA loan is proof he has been unable to obtain private financing.

Spokesmen for the SBA said they did not feel that theatre owners had to worry too much about proving the contribution their theatres were making to the local economy.

The SBA announcement Friday said

(*Continued on page* 7)

F&M Will Be Reorganized

The Fanchon & Marco Theatre Circuit will be reorganized with the stock of Marco Wolff and his sister, Fanchon Simon, and their families to be acquired by the corporation, it was announced here yesterday by president Harry C. Arthur, Jr.

The exhibitor said the name of the corporation which operates 50 theatres, will probably be changed to Ar-

(*Continued on page* 6)

'Ten' Profits Going To Charitable Group

(Picture on Page 6)

The producer's share of the profits from "The Ten Commandments" will go to the DeMille Trust, a foundation set up for charitable and educational purposes, Cecil B. DeMille, producer-director of the Paramount Pictures

(*Continued on page* 6)

No Increase in Product Imminent, Says Rhoden

Special to THE DAILY

PHOENIX, Ariz., Oct. 1—Elmer C. Rhoden, president of National Theatres, Inc., told over 100 delegates convened here for the company's annual convention that he does not expect the number of new pictures this year to increase. In view of this he asked the theatre executives to use the principles of great showmanship to attract the public to the box office.

Rhoden outlined a four-point pro-

(*Continued on page* 6)

See NBC Seeking to Enter British Television; Applies for Share in Running Welsh Station

By WILLIAM PAY

LONDON, Sept. 28 (By Air Mail).—It is authoritatively understood here that America's NBC plans to move in on Britain's commercial tv. It has applied for a share in the running of the Welsh ITA station.

The ITA is currently considering this station's allotment. Several other groups have applied as programme contractors. They include impressarios Jack Hylton and Tom Arnold, Lord Derby, Lord Aberdare, Archibald Weir, Monty Bailey-Watson, the "News of the World" and the four contractors already operating the English stations.

The Television Act stipulates that a programme contractor should not be under the control of anyone residing outside the U.K. There is, however, nothing to stop an American company buying an interest in a British contracting company. Already Warner Bros., for instance, have a 37½ per cent interest in ABPC whose subsidiary ABC-TV is weekend contractor in the Midlands and North of England.

A decision on the Welsh appointment is expected in November. The ITA hopes to bring the station into operation toward the end of 1957. About 3 million people should be served by the new station.

May Amend

Justice Seen Asking AB-PT Decree Change

Have Mulled Possibility Of Circuit Making Films

From THE DAILY Bureau

WASHINGTON, Oct. 1.—The Justice Department has considered—with absolutely no decision—the possibility of asking the New York Statutory Court to amend the Paramount Consent Decree to bar American Broadcasting-Paramount Theatres from entering film production without court approval.

This has been one result of the recent announcement of AB-PT president Leonard Goldenson that the company plans to enter film production.

The Paramount and RKO consent de-

(*Continued on page* 2)

Charles Moss Named FJP Division Head

Charles B. Moss, president of the B. S. Moss Corp., has been named chairman of the Movie and Amusement Division drive for the Federation of Jewish Philanthropies, it was announced by Adolph Schimel, vice-president and general counsel of Universal Pictures, and general chairman of the division.

Charles B. Moss

In announcing the appointment, Schimel urged the entire indus-

(*Continued on page* 6)

Coyne Calls for Effort To Reduce Local Taxes

Special to THE DAILY

PITTSBURGH, Oct. 1—Exhibitors attending the convention of Allied Motion Picture Theatre Owners of Western Pennsylvania in the Hotel Roosevelt here today were urged by

(*Continued on page* 7)

PERSONAL MENTION

ALFRED E. DAFF, executive vice-president of Universal Pictures, has returned to Hollywood from New York.

•

DR. HERBERT T. KALMUS, president of Technicolor, has arrived by plane with MRS. KALMUS in Paris from New York.

•

JAMES H. NICHOLSON, president of American International Pictures, will leave the Coast by plane today for New York.

•

DINO DE LAURENTIIS, Italian producer, has arrived in New York from Rome.

•

SOL LESSER, producer, has returned to New York from London via B.O.A.C.

•

CHARLES CARPENTER, manager of Technicolor's New York office, is the father of a son born to MRS. CARPENTER late last week.

•

ELSIE GAGE and MARY MARGARET VIZZARD, of the 20th Century-Fox production department, left here yesterday via B.O.A.C. for Tobago, B.W.I.

•

ED MILLER, motion picture editor of "Seventeen," has returned to New York from Europe.

•

ROBERT HELLER, of the United Artists publicity department, is the father of a son born to MRS. HELLER at New Rochelle Hospital.

•

IRVING ASHER, executive in charge of production for the 20th Century-Fox subsidiary, TCF Television Productions, has arrived in New York from Hollywood.

AB-PT Meet Underway

Showmanship on the local level is one of the major topics on the agenda of the three-day annual meeting of American Broadcasting - Paramount Theatres associates currently underway at the Westchester Country Club, Harrison, New York. The meeting opened yesterday with Leonard Goldenson, president, and Edward L. Hyman, vice-president, as featured speakers.

'Hong Kong' from UA

Through a printer's error, the film "Flight to Hong Kong" was incorrectly listed as a Paramount picture in a review in yesterday's MOTION PICTURE DAILY. The film is a Sabre Production for United Artists release.

New AB-PT Decree Seen

(*Continued from page* 1)

crees contain no provisions barring the divorced circuits from entering production. The decrees covering 20th Century-Fox, Warner Brothers and Loew's do have such provisions.

Justice Department officials would not officially confirm the report that they have been considering seeking an amendment to the AB-PT decree. However, they did say that "certainly this announcement (Goldenson's) is something we have taken note of and something that we have devoted considerable attention to. We have discussed various possibilities for dealing with it, if we finally decide something should be done about it. What we are finally going to do about it we just can't say."

Justice officials would not indicate, either, how long it might be before a decision is reached.

It was also possible, it was learned, that AB-PT action to go into production might produce a Justice Department argument that this violated the general intent if not any specific provision of the Paramount Decree. "The AB-PT decree certainly has no express provision against production," one justice officer said. "Beyond that, I won't comment."

Apparently Justice officials feel that if they should decide the AB-PT plans violate the anti-trust laws, it would be easier for the department to try and have the original decree amended than to bring a new anti-trust proceeding.

AB-PT officials have been sounding out Justice spokesmen in a general way over the past few years.

In the case of Stanley Warner and National Theatres, both claiming to be interested in further film production activities, the situation is different, since their decrees ban production without court approval. Thus, in these instances, Justice is in a stronger position to pass on and possibly block any production it doesn't approve of.

Stella Poulnot Elected National WOMPI Head

ATLANTA, Oct. 1 — Mrs. Stella Poulnot of this city was elected national president of the WOMPI (Women of the Motion Picture Industry) at the organization's third annual convention held here at the Dinkler Plaza Hotel Friday through Sunday. Mrs. Poulnot succeeds Mrs. Lorraine Cass of the New Orleans Club.

Other new national officers include: Miss Jean Gerbase, Denver, vice-president; Miss Mildred Castleberry, Atlanta, corresponding secretary; Mrs. Anna Oliphant, New Orleans, treasurer; Mrs. Olive Copeton, Toronto, Canada, regional director; Mrs. Lorena Cullimore, Dallas, recording secretary, and Mrs. Lloyd Evans, Memphis, Eastern regional director.

Among the 200 WOMPIs on hand were delegates from Canada, Colorado, Florida, Washington, D.C., Atlanta, Memphis, Charlotte, Des Moines, etc. After a schedule of receptions, luncheons and a fashion show, the events wound up with a banquet at which Edward J. Forio, vice-president of Coca Cola, spoke.

SAG Files Re-Run Suit Over Television Show

HOLLYWOOD, Oct. 1. — The Screen Actors Guild today filed in Superior Court a suit against Telemount Pictures, Inc., Mutual Television Productions, Inc., three other companies and two John Does, for $20,000 claimed due actors in the re-run of "Cowboy G-Men," television series which, according to the complaint, has run six times on tv.

Mrs. H. H. S. Russell, Ohio Exhibitor, Dies

AKRON, O., Oct. 1.—Mrs. Helen Halter Smith Russell, 56, widely-known exhibitor, died in St. Thomas Hospital here. She had been hospitalized for five weeks. She was the wife of Judge Hoy Russell of Millersburg, theatreman and probate judge.

After the death of Wilfred Smith, her former husband, Mrs. Russell continued to operate the former Majestic Theatre in South Akron. She was a past president of the Akron Theatre Owners and Managers Association and a member of the Independent Theatre Owners of Ohio.

Surviving are her husband; two children, Jo Ann and Lawrence Smith of Millersburg; two brothers, Herbert Halter of Akron and Lawrence Halter, Columbus; two stepchildren and six sisters.

Levien Joins Columbia In Executive Capacity

HOLLYWOOD, Oct. 1. — Sonya Levien, screenwriter, will join Columbia Pictures on Wednesday of this week in an executive capacity, it was announced here today by Harry Cohn, Columbia president.

AB-PT Wins Award

American Broadcasting - Paramount Theatres, Inc., has been judged as having the best annual financial report of the motion picture industry for the fourth consecutive year in the 16th annual survey of "Financial World," national weekly magazine. The bronze "Oscar of Industry" will be presented at the annual awards banquet at the Hotel Statler here on Oct. 29.

CBS for Shift Of TV to UHF

From THE DAILY Bureau

WASHINGTON, Oct. 1. — "Mean must be vigorously and promptly ex plored to expand television servic and to expand the opportunity fo more stations and more competition, the Federal Communications Com mission today was told by the Colum bia Broadcasting System in CBS com ments filled with respect to the sug gested transfer of all television broad casting to the ultra high frequenc band. One major way to accomplis the necessary expansion, said CBS, i through a substantial or complet shift to the UHF band. The compan pointed out, however, that "a numbe of vital questions" must first be dete mined, before it would be possible t decide whether the shift to the UH would "entail too high a price i terms of service and cost to th public."

Pledges Cooperation

As of now, CBS went on, there is not sufficient data to "permit in formed judgment" on the feasibility of a shift, but the company pointe out it is supporting and "will ac tively cooperate in a program to ob tain the data necessary to make such a decision."

The Radio-Electronics-Television Association told the commission tha a technical study of the problems o both the VHF and the UHF band would be necessary before the com mission could decide to switch tele vision broadcasting to the UHF.

Philco and General Electric also told the commission that they would endorse and support a research pro gram which would study the whole question.

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Produced by BERT FRIEDLOB
Directed by FRITZ LANG
Screen Play by DOUGLAS MORROW

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ANITA EKBERG
ROD STEIGER
in
BACK FROM ETERNITY
Produced and Directed by JOHN FARROW
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DOROTHY MALONE
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Starring
GEORGE SANDERS • YVONNE DeCARLO
ZSA ZSA GABOR • VICTOR JORY
NANCY GATES • COLEEN GRAY

Written, Directed and Produced by
CHARLES MARTIN

JAMES MacARTHUR
as
THE YOUNG STRANGER

Co-starring
KIM HUNTER
JAMES DALY

Produced by STUART MILLAR
Directed by JOHN FRANKENHEIMER
Screen Play by ROBERT DOZIER

PUBLIC PIGEON NO. 1

Starring
"RED" SKELTON • VIVIAN BLAINE

Co-starring
JANET BLAIR

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Produced by HARRY TUGEND
Directed by NORMAN Z. McLEOD
Screen Play by HARRY TUGEND,
from original story by LARRY BERNS and DON QUINN

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in
BUNDLE OF JOY

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...OLPHE MENJOU • TOMMY NOONAN

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Numbers and Dances Staged by NICK CASTLE
...rics by MACK GORDON • Music by JOSEF MYROW

ROD STEIGER
SARITA MONTIEL
BRIAN KEITH
and
RALPH MEEKER
in SAMUEL FULLER'S
RUN OF THE ARROW

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GEORGE GOBEL
DIANA DORS
in
I MARRIED A WOMAN

Co-starring ADOLPHE MENJOU

Produced by WILLIAM BLOOM
Directed by HAL KANTER
Original Screen Play by GOODMAN ACE

THE DAY THEY GAVE BABIES AWAY

Starring
GLYNIS JOHNS
CAMERON MITCHELL
REX THOMPSON
PATTY McCORMACK

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Produced by SAM WIESENTHAL
Directed by ALLEN REISNER

RICHARD BASEHART
MARY MURPHY
in
FINGER OF GUILT

Produced and Directed by
ALEC. C. SNOWDEN
Screen Play by PETER HOWARD
Executive Producer, TONY OWEN

JOHN JUSTIN
BARBARA LAAGE
DONALD WOLFIT
in
Guilty?

Screen Play by MAURICE J. WILSON
Produced by CHARLES LEEDS
Directed by EDMOND GREVILLE

MAN IN THE VAULT

Starring
WILLIAM CAMPBELL
KAREN SHARPE
ANITA EKBERG

Screen Play by BURT KENNEDY
Produced by ROBERT E. MORRISON
Directed by ANDREW V. McLAGLEN

DEAN JAGGER
in
X THE UNKNOWN

Screen Play by JIMMY SANGSTER
Produced by ANTHONY HINDS
Directed by LESLIE NORMAN

•

JAMES CRAIG
in
The CYCLOPS

Written, Produced and Directed by
BERT I. GORDON

RKO RADIO PICTURES

SCTOA Favors

(*Continued from page* 1)

terday his organization is in "favor of divorced theatre circuits going into production and distribution of motion pictures with proper safeguards as a means of making more product available to theatres."

Commenting on the Allied States Association bid for a roundtable meeting, the SCTOA president declared that a "rapprochement among all facets of the industry could be brought about if all segments come to a realization that we are dependent on one another for a livelihood. There should be a change in the thinking between distribution and exhibition. There is no victory or defeat in the report by the Senate Small Business Committee on industry trade practices.

"This change in industry thinking is analogous to man and wife—after a while he gets to like her cooking."

Comment Due Shortly

Arthur indicated that his organization would have something to say about the SSBC report, specifically arbitration and conciliation, in the near future.

In discussing the announcements by American Broadcasting - Paramount Theatres and Stanley Warner Corp. concerning going into production and distribution, Arthur said, "proper safeguards should be entailed in these ventures or we are likely to return to the days of before the consent decree." The SCTOA head explained that he favors "pre-emptive rights as it is logical that the guy that puts up the money should have first call on the films. Especially, in territories where he currently operates theatres. However, caution should be exercised with "pre-emptive" rights in territories where these exhibitor-producers do not operate theatres now."

UA West Meet Set

A United Artists West Coast district convention, the concluding conference in the company's 1956 series of regional sales planning sessions, will be launched in San Francisco tomorrow under the leadership of general sales manager James R. Velde and Western division manager Al Fitter. The three-day conclave in the Clift Hotel will be attended by key sales executives of UA's five West Coast district branches, headed by district manager Ralph Clark.

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M. P. DAILY picture

CECIL B. DeMILLE telling about "The Ten Commandments" at his press conference yesterday. At far left is Art Arthur, executive assistant to DeMille in charge of public relations.

'Ten' Profit Going to Charity

(*Continued from page* 1)

production, revealed here yesterday.

Speaking at a press conference at the Hotel Plaza, DeMille said "I do not get one dollar from the profits or gross of the picture. All I got was a salary to cover my expenses during the production of the picture."

He said the DeMille Trust was set up by his wife and himself some two to three years ago and that the courts in Los Angeles approved it some six months ago.

DeMille, commenting on the three hour and 39 minute film, said "it is the greatest human story which I have seen in my 43 years in motion pictures." The picture opens at the Criterion Theatre here on Nov. 9 on a roadshow policy—two shows a day.

He said that "the cost of 'The Ten Commandments' is $13,500,000, but its value is far greater. I hope that the picture can be shown behind the Iron Curtain as it is as the picture which may be able to bring about an understanding among all peoples."

F & M Circuit *Moss Named*

(*Continued from page* 1)

thur Enterprises, Inc., comprising the brothers and sons of Harry C. Arthur. The name of Fanchon & Marco is to be released to Wolff and Miss Simon as these are their given names, he said.

Under the reorganization, Wolff and Miss Simon will acquire the Baldwin and Paramount theatres in Los Angeles from the corporation with the relinquishment of their stock.

In announcing the reorganization, Arthur said a pattern was being followed that had been more or less established for many years in administration of the company. He, Marco, and Fanchon were associated for some 25 years and together built a theatre circuit which for many years has borne the name of Fanchon & Marco.

The midwest holdings will continue to be operated, as in the past, by the Arthurs. Wolff is also selling his interest in Cabart Theatres Corp. to the Arthur Enterprises. Cabart Theatres have extensive conventional theatres and drive-ins in the Long Beach and Orange County areas in California.

Form Production Unit

HOLLYWOOD, Oct. 1. — Actor Scott Brady and producer Bernard Glasser have announced the formation of Brady-Glasser Productions, with their first film, tentatively called "The Man from Abilene," to be released through Twentieth Century-Fox.

(*Continued from page* 1)

try to cooperate fully with Moss, saying that the Federation's network of hospitals and social welfare institutions will need all-out support to continue and expand the high level of service established.

Urges Big Attendance

Schimel urged overflow attendance at the division organization meeting which is set for the Hotel Astor next Monday.

The 1956-57 campaign of the Federation is seeking $18,100,000 to maintain a network of 116 hospitals, child care and family agencies, homes for the aged, community centers and camps that annually serve more than 620,000 New Yorkers of all races and creeds.

To Honor German

(*Continued from page* 1)

in the work of JDA and has been closely identified with many civic and philanthropic endeavors in the motion picture industry and the community. He is a director of the Will Rogers Hospital and the Variety Club Foundation to Combat Epilepsy, and is a member of the Cardinals Committee of the Laity, and St. Vincents Hospital Society. German has also been active in the industry-sponsored campaigns of the United Jewish Appeal and Federation.

Rhoden's View

(*Continued from page* 1)

gram aimed at increasing attendance in film theatres. In addition to the plea for showmanship he further advocated that the delegates take immediate steps to reduce wasteful expenses, make better use of valuable manpower, and to develop more progressive mental attitudes.

NT has achieved much in the last 12 months, including conversion of unproductive assets, reduction of taxes, and improvement of the company's financial position, he stated.

In an optimistic tone, Rhoden announced that the board of directors has decided to meet next week for final approval of the budget and story for the company's Cinemiracle, which he said "we believe to be a valuable asset. It represents a forward step in photography and audience participation," and added:

Will Equip 20 Houses

"We contemplate equipping 20 theatres in the principal cities of the country for Cinemiracle and to develop two traveling units with portable equipment to serve spots of intermediate size."

Rhoden blasted the theory that theatremen know nothing about production and therefore should not turn to producing pictures. He reminded the delegates that many pioneers now in production were exhibitors first.

"Theatremen have a more accurate knowledge of public taste in entertainment and a better understanding of public reaction to stars and personalities," he said.

The convention will end tomorrow night.

Meeting to Discuss '57 Brotherhood Drive

Selection of a chairman for the amusement industry's 1957 Brotherhood campaign is on the agenda for a luncheon meeting called by J. Robert Rubin, general chairman, for Tuesday, Oct. 9, at the Waldorf-Astoria Hotel. The meeting also will set a goal for the 1957 campaign.

A report will be read on this year's drive which was co-chairmaned by William J. Heineman and Spyros S. Skouras.

Milgram Acquires 12

PHILADELPHIA, Oct. 1 — Milgram Theatres Buying and Booking Service has acquired the accounts of the Allied Motion Picture Theatre Service, which disbanded Oct. 1 upon the retirement of Sydney E. Samuelson. There are 12 area theatres involved

Coyne Asks

(*Continued from page* 1)

obert W. Coyne, special counsel of ne Council of Motion Picture Organ- ations, to map a concentrated cam- aign to reduce local taxes on ad- aission tickets.

He told the 250 exhibitors that even if you fail this year, there is ood therapy in action and intelligent ffort. If you can make your repre- ntatives the same type of zealots we ad in Washington to repeal the ational taxes, you can't lose in the ng run."

'Most Taxed State'

Describing Pennsylvania "as the ost taxed state in the nation" he escribed the amusement taxes as nscientific, regressive and destroy- g."

Admitting the taxes might have een justified when the Pennsylvania abling act was first enacted, he alled upon theatre owners to work t a sound strategy, set a definite olicy, get the true facts and develop e friendship of legislators in get- ng the bill repealed or modified.

Coyne touched lightly upon the attle between COMPO and Allied. e said "I shall be happy here or ter to appear before Allied to an- ver any questions or charges, no atter how bitter or embarrassing they ay be." He said he had offered to ppear before Allied in Chicago, and ent there "at great personal incon- enience" without being summoned appear. The same offer failed later Indiana, he said, and added.

"Only last week I recommended at Allied charges against COMPO ld me be referred to a special com- ittee to investigate and weigh these harges."

Not Competitor, He Says

"COMPO is not a competition to llied, TOA or the Eric Johnston roup. Its strength in the long run based upon its component units. n each group there is some bad and me good. COMPO could be neutral round, and it was so conceived," id Coyne.

Among those pledging support of e tax relief program were State enator John Miller of Beaver, State epresentative John J. "Harp" aughan and Congressman James J. ulton.

Analyst Albert Sindlinger of Ridley ark, Pa., blasted M-G-M for re- asing such pictures as "Mutiny on e Bounty" to tv. He said he was ocked at a four-page spread in Advertising Age," showing pictures all the M-G-M stars soon to be en in films sold to tv.

Cites Product Shortage

Sindlinger said millions of persons e only one film show a week be- use they can't find any other new cture in town.

Other speakers were convention airman Harry Hendel, Charles R. att, Allied president; Horace lams, national regional vice-presi- nt, and M. A. Silver, Stanley-War- r zone manager.

SBA Speeding Loan Set-up

(*Continued from page* 1)

that theatres were being made eligible for loans in part because they make a substantial contribution to the economy of their communities. Agency officials said they felt this statement was included by the SBA in order to justify the decision to make theatres eligible for loans and to confine the loans to conventional theatres. They added that the fact that the theatres employed local people and brought business to the area where they were would probably be sufficient proof of the contribution being made to the local economy. "We have no standards in mind for testing this," one official declared. "We realize it would be a very difficult thing to prove one way or the other."

Formerly Refused Loans

The agency on Friday announced that it would accept and consider loan applications from owners of conventional theatres interested in installing new equipment, remodeling, renovating or otherwise modernizing their theatres. Previously, the agency had refused to accept loans for theatres or other entertainment enterprises.

A. Julian Brylawski, who on behalf of the Theatre Owners of America formally petitioned SBA to change its loan policy, said he thought TOA would shortly issue a bulletin instructing its members how to go about applying for a loan and meeting the "contribution to the local economy" criterion.

Application Form Available

SBA officials said today that theatre owners did not need legal help of their own to apply for SBA loans. Applications must be made on SBA Form 4, available at branch and regional offices, and local SBA personnel will help applicants fill out the form if desired, it was stated.

If the applicant is in a community of 200,000 or fewer persons, he must produce a letter or other evidence that he was turned down by one bank for a private loan. If the applicant is from a larger community, he must have a turndown from at least two banks.

Loans can be obtained either entirely from SBA or partly from SBA and partly from a local bank—a so-called participation loan. SBA officials said that in the case of participation loans, the local banks will frequently file the SBA loan application for the applicant.

Once an application is made, an answer is given in about 30 days on the average. Some applications take longer, some less, depending on the complexity and other factors.

Large Loans Through Washington

If the loan sought from SBA is for $20,000 or less, or if it is a participation loan of $50,000 or less with the local bank putting up at least 25 per cent, the application can be passed on by the branch or regional office. Larger loan applications must be processed in Washington.

SBA loans can run as high as $250,000. However, TOA in its application some weeks ago said it felt the average loan sought by theatre owners would be under $25,000. SBA loans run a maximum of 10 years and bear 6 per cent. On a participating loan, the bank sets the interest rate and maturity, but the rate can't be more than 6 per cent.

Loans that are granted, SBA said, can be paid out as desired by the applicant—all at once or in small amounts from time to time.

William Jeapes, English Industry Pioneer, Dies

LONDON, Sept. 28 (By Air Mail).—William Cecil Jeapes, 84, a pioneer of the industry, died here recently at his home, following a heart attack. He originated one of the earliest newsreels, Animated Graphic, in 1903 which later was developed into Topical Budget. In the 1920s he introduced automatic film processing into his own laboratories and was founder of Universal News.

He has lived in retirement for many years and is survived by his wife and son, Clifford, who is managing director of the Gate Studios, Elstree.

'Oklahoma!' in Texas

The Interstate Circuit Inc. has announced that "Oklahoma!" in Todd-AO, will open at the Broadway Theatre in San Antonio, Texas, on or about Oct. 18.

PEOPLE

Eric A. Johnston, president of Motion Picture Association of America, was host in Washington yesterday at a farewell luncheon to **Tony Muto**, capital representative of 20th Century-Fox, who is leaving Washington for a production post at the Coast studios.

□

Samuel J. Friedman has resigned, effective Oct. 6, as director of amusement publicity for Cecil B. DeMille's production of "The Ten Commandments."

□

Leland B. Prentice has been named acting director of research for Technicolor Corp. Prentice, with Technicolor for 26 years, has been plant manager since January, 1954.

□

John I. Crabtree, of Kodak Research Laboratories, Rochester, has been presented the Progress Medal, highest award of the Photographic Society of America. Presentation was made at the annual banquet of the society in the Shirley-Savoy Hotel, Denver.

□

Alpha Fowler, theatre owner of Douglasville, Ga., has been reelected to the House of Representatives.

Says U. S. TV 'Massacres' British Films

From THE DAILY Bureau

LONDON, Sept. 29 (By Air Mail).—Producer John Boulting, recently returned from America, told trade press reporters that American television is doing the cause of British films great harm by showing "butchered and massacred" versions of our best films. He complained of unskilled cutting.

"It is a grave problem," he said. "What the Nazis did to the Poles, the American tv boys are doing to British films." He had seen films such as "A Cure for Love" cut from 90 minutes to 50 minutes so that the story was impossible to understand.

Calls TV 'Third-Rate Medium'

In Washington he had appeared on tv and took the opportunity of telling viewers just what he thought of "this massacre." He added that he didn't think tv had anything to teach us. "TV is a third-rate medium," Boulting continued. "There is nothing to interest or attract the film maker to this miserable little screen, which never shows films to advantage.

"Never again will I allow one of my films to be televised in the U.S.A. Not unless there is a new deal. Financially, there is no advantage in tv for British films. Very great damage is being done for a paltry few thousand dollars."

Sees Theatrical Films Liked Here

Otherwise, he pointed out, British films were making great headway in America. He found great demand for them everywhere among people who had seen the unadulterated product. "And the more British they are, and the fewer concessions they make to the American market the more they are liked by the American public."

He concluded: "If British films continue to be really British; and we don't allow ourselves to go on tv in a massacred form, we stand a really good chance in the U. S. A. and in a few years we may be sitting in a more comfortable position than we have done in the past."

Dems Plan Telecast

The Democratic National Committee will hold a nationwide, closed-circuit telecast on the night of Oct. 20, according to an announcement by Nathan L. Halpern, president of Theatre Network Television, Inc. Local dinners will be held by the Democrats in 50 or more cities, and the telecast will provide the "focal point of a gigantic fund-raising campaign," it was stated.

James Beidler Dies

TOLEDO, Ohio, Oct. 1.—James A. Beidler, Sr., 87, one of the oldest exhibitors in the country, died here. He was associated with Martin Smith in the operation of several local theatres.

REVIEW:

Julie

Melcher—MGM

DORIS DAY is concentrating on more dramatic roles and less singing and is proving herself very capable of building a new career as a "straight" actress. In "Julie" she reaches a high level of serious acting and fulfills the promise she showed in the recently released "The Man Who Knew Too Much."

Written and directed by Andrew L. Stone, "Julie" is a thriller which gives her ample opportunity to run the gamut of emotions. Early in the story she learns that her second husband, Louis Jourdan, murdered her first spouse so that he could wed her. Love turns to revulsion and terror as he threatens to kill her, too, if she ever leaves him. With the help of friend Barry Sullivan she escapes to the police, who cannot help her because her first husband's death is officially suicide, and there is no new evidence. She leaves the city and goes back to her old job as an airline hostess, by this move hoping that Jourdan will be unable to trace her.

Jourdan turns in an impressive and terrifying performance as the jealous husband who is blindly bent on destroying what he cannot have for himself. He locates her again when she returns to the city on a passenger flight, and finding no chance to kill her on the ground he follows her onto the return flight without her knowledge.

The final scenes aboard the plane in flight are filled with growing tension, guaranteed for edge-of-the-seat attention. Miss Day and the pilots, warned by police, try to spot Jourdan and find a means of holding him without endangering the passengers. Jourdan bursts into the pilots' cabin in a gun battle climax which leaves him and the pilot dead and the co-pilot seriously wounded. The end, which finds Miss Day landing the plane safely with radio instructions from the airport, is a little unlikely, but the fascination is undeniable.

Plot, dialogue and characters in "Julie" are very similar to those "real life dramas" heard on tv and radio weekday afternoons, but the production is of superior quality. Martin Melcher produced. And Doris Day seems to have reached the minimum singing allowance—her singing voice is heard only on the title song behind the credits at the beginning of the picture.

Running time, 99 minutes. General classification. For November release.

GUS DALLAS

MPEA Board to Meet On License Division

The division of licenses in Formosa, Indonesia and Pakistan will highlight the agenda of today's meeting of the board of directors of the Motion Picture Export Association, according to an MPEA representative.

Other matters which the directors will discuss include import license allocations in Chile and labor negotiations in the Philippines.

Catholic Magazine

"The Catholic Preview of Entertainment," a new magazine, is "designed as a guide for the Catholic family in the selection of good, wholesome entertainment" according to its publishers. With the cooperation of the Legion of Decency, the National Association for Better Radio and Television and other groups, a staff of carefully selected professional reviewers evaluates films, radio and tv programs, books, records and magazines.

Axelrod Reelected

CHICAGO, Oct. 1—Ray Axelrod of Warner Brothers has been re-elected president of the Chicago unit of the Colosseum of Motion Picture Salesmen. This is his second term.

Set November Date For N. Y. Theatre Code

ALBANY, N. Y., Oct. 1 — Public hearings completed, the State Board of Standards and Appeals is working on the final draft of revised Code 36, covering theatres and other places of public assembly. It has set a target date of November for promulgation of the new and liberalized Code.

The board is understood to be giving careful consideration to a section on "sanitary facilities for drive-ins," which provoked discussion at the hearing in Albany. Sgt. Eugene V. Foster, in charge of code enforcement for the N. Y. State Police, objected to phrascology which he thought could be interpreted as meaning toilet facilities for drive-in patrons were not required if a running water supply were unavailable. He declared drive-in owners, in such a contingency, should drill wells.

Commissioner George S. Raymond insisted, in any event, drive-ins could not operate without sanitation. He said that if a supply of running water were not "reasonably available," a chemical setup—far more expensive—would be necessary. Sgt. Foster cited a drive-in at Clinton County which had proposed to operate without toilet facilities and reported the State Police stopped it.

Plan Drive-I In N. Zealan

By R. A. USMAR

WELLINGTON, New Zea Sept. 27 (By Air Mail).—Work i pected to begin soon on the first circuit of drive-in theatres in Zealand. Authority for the proje now being sought from the Ca Issues Committee.

Plans are under way to build s drive-ins, the controlling compan be known as Skyline Drive-Ins (Ltd.), a joint venture of the Kerri Odeon (J. Arthur Rank Associ and Amalgamated Theatres Ltd. (Century-Fox associate).

Three of the drive-ins will b Auckland—one on the North Sh one at Hamilton, two at Wellin and one at Christchurch. The co expected to be £1,000,000.

Wide Benefits Claimed

A statement issued by the two c panies says that all sections of community have benefited by operation of drive-in cinemas o seas. They have become far more t the common local conception of m ly an enclosed area in which f can be seen from parked cars.

The Kerridge-Odeon Organisa and Amalgamated Theatres, Ltd. h found it desirable to work toge on this project because of the l construction cost, and the comple of the technical requirements, more importantly because of the n to secure adequate film supplies, h ing regard to the needs also of conventional theatres. Through the sociation of the two major organ tions films will be available from British, American, and Contine sources.

Each a 700-Car Unit

Each drive-in is planned to occ about 25 acres and accommodate cars or about 2500 people. Layo will embody the latest overseas te niques and wide-screen advances, cording to the managing directors the two companies, R. J. Kerridge M. J. Moodabe.

Facilities will be provided for c dren's play areas, seats for non-mot ists, snack bars, self-service restaura and barbecue pits.

It is expected that an early st will be made provided the necess authorization are obtained.

Berger Takes One Back

MINNEAPOLIS, Oct. 1 — B jamin N. Berger's Berger Amusem Company will take over operation the Aster Theatre, 850-seat Minn polis last-run house today fr the Minnesota Amusement Co pany. Berger has owned the build for several years but the house h been operated under a lease by M nesota Amusement for the past th years. A $75,000-$100,000 remod ling program is planned, Berger sa after which the house may seek fi run or moveover status.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 80, NO. 66 NEW YORK, U. S. A. WEDNESDAY, OCTOBER 3, 1956 TEN CENTS

AB-PT Meet

ocal Level howmanship Return' Urged

oldenson, Hyman Report n 'Ten-Point' Progress

HARRISON, N. Y., Oct. 2.—The ee-day annual meeting of American adcasting-Paramount Theatres as- iates, being held at the Westchester ntry Club here Monday through ay, has heard both Leonard Gold- on, president, and Edward L. Hy- n, vice-president, make strong pleas a "rebirth of showmanship," with cial attention on the local level.

There must be an all-out effort by exhibitors for every picture of quali- both from an individual and in- try standpoint," Goldenson said. very major distributor has promised get behind the drive with cam- gns custom-designed to bring out best box office potential."

Hyman urged "the reopening of the parently long-forgotten showman's of tricks."

It's not only vital," he said, "for (*Continued on page* 6)

PAA to Get Report n PCA Study Today

A report on the continuing surveil- ce of the Production Code Ad- istration and self regulation within industry will be presented to the rd of directors of the Motion Pic- e Association of America here to- . Eric Johnston, MPAA president, l preside.

The MPAA board will be advised (*Continued on page* 2)

rcuits, Independents ould Confer: Myers

Special to THE DAILY

PITTSBURGH, Oct. 2.—The small ependent theatres and the large jor circuits were urged to combine ir resources for their mutual bene- by Abram F. Myers, chairman of board and general counsel of na- al Allied as the 34th annual con- tion of the Allied Motion Picture (*Continued on page* 2)

Offer More Disney Stock

Walt Disney Productions will offer its stockholders rights to subscribe to approximately 186,500 shares of common stock, Roy O. Disney, president of the company, announced yesterday. Shareholders will get a primary right to subscribe to one share of common stock for every seven they now hold at $20 per share, approximately the current market price. They will also receive a secondary right to acquire any remaining unsubscribed shares at $20 per share after primary rights have been exercised.

The Atlas Corp., which owns ap- (*Continued on page* 2)

Condon Named Drive Coordinator for 'King'

Richard Condon, European production publicity coordinator for United Artists from September 1953 to September 1956, has been named campaign coordinator for Russ-Field's "The King and Four Queens," it was announced by Roger H. Lewis, national director of advertising and publicity for UA, which is releasing the film.

Richard Condon

Condon previously headed the ad- (*Continued on page* 2)

'Custom Made' Films Wanted, Says Lewin

(Picture on Page 2)

"The formula market is in trouble today—the public wants its entertainment custom made," in the opinion of producer Albert Lewin, who has just returned from Mexico after completing "The Living Idol."

Speaking at a press conference here yesterday, Lewin said that "merit will always attract the public, but the public has to be made aware of the fact that you have an interesting and worthwhile product. In the old days, the producer thought he was finished when he shot the picture. In today's market situation, he's got to get out and help sell it."

In connection with selling "The Living Idol," which he called a "high class suspense and horror picture," Lewin said he plans to go on a promotional tour of key cities. The film will be released "after the middle of January" by Metro-Goldwyn-Mayer.

All plans are not complete for the (*Continued on page* 2)

U-I Promotional Meets Set at Studios Monday

Universal-International advertising, publicity and exploitation executives will hold a week-long conference at the company's studios beginning Monday, it was announced yesterday by David A. Lipton, Universal vice-president who will preside. The meetings are being held to develop promotional plans on U-I's releases for next year.

Attending from New York will be Charles Simonelli, Eastern advertising and publicity department manager; (*Continued on page* 2)

Spires Finds:

Exhibitors in Europe Favor Optical Sound

U-I Supervisor Reports Business Good Abroad

By LESTER DINOFF

(Picture on Page 3)

Exhibitors in Continental Europe are bringing about a kind of "standardization" in motion picture theatre sound by "putting up a mild resistance to magnetic sound," according to John Spires, Universal-International Films supervisor there. He also pointed up the "high stature" of the industry abroad and the good business which his company has been enjoying in recent months in an interview here yesterday.

Spires, who headquarters in Paris to supervise his company's activities in the Middle East and as far south as the Belgian Congo, in addition, declared that "the tendency among theatremen currently installing CinemaScope equipment is to choose optical sound."

Theatremen in his territory feel that (*Continued on page* 3)

TCF Planning More TV Film Series: Asher

TCF Television Productions, the subsidiary of 20th Century-Fox, is contemplating production of three more television films for exhibition during the 1957-58 season, according to Irving Asher, executive in charge of production.

Asher, who arrived here earlier this week for conferences with Spy- (*Continued on page* 2)

Johnston to Europe On Iron Curtain Sales

Further discussions on the sale of American motion pictures to Iron Curtain countries will take place in Europe next week when Eric Johnston, president of Motion Picture Export Association, arrives there from the U.S. on the first leg of his European trip. Johnston will leave here (*Continued on page* 6)

Sees 'Dawn of a New Day'

Modernized Theatres Attracting Growing Attendance: Ricketson

Special to THE DAILY

PHOENIX, Oct. 2.—Frank H. Ricketson, Jr., general manager of National Theatres, said here today that he anticipated "the dawn of a new day, and promises of a golden future," before more than 100 delegates from 21 states at the circuit's annual convention. He said the obsolete, inadequate, and uncomfortable theatres of yesterday are fast disappearing. "The modern movie house replacements are attracting growing attendance," he added.

"The American movie-goer," Ricketson observed, "is demanding—and is being given—first class service by attending the newer, deluxe-operated houses. Movie-goers want to go first class."

Ricketson further stated he is certain that if people are given what they (*Continued on page* 6)

PERSONAL MENTION

SAMUEL GOLDWYN and MRS. GOLDWYN returned to the Coast yesterday from New York.

•

SEYMOUR POE, executive vice-president of I.F.E. Releasing Corp., is in Los Angeles from New York.

•

EDWARD E. SULLIVAN, 20th Century-Fox publicity director, will leave New York today by plane for Europe.

•

RALPH W. BUDD, director of personnel at Warner Brothers, is in Philadelphia today from New York.

•

GEORGE MORRIS, treasurer of Walter Lantz Productions, has arrived in New York from Hollywood.

•

ZACHARY SCOTT left New York yesterday for London via B.O.A.C.

•

MORIRA BARRINGTON, film publicity officer in London for B.O.A.C., will arrive in New York from England on Monday.

Warner Latin American Sales Meeting Slated

The annual convention of all Latin American managers of Warner Bros. will be held in Havana, Cuba, for a week beginning next Monday, according to an announcement by Wolfe Cohen, president of Warner Bros. International Corp. During the meeting Cohen will outline sales policies for the new season and screen new product shortly to be available in South America.

Peter Colli, Division Manager of the Caribbean area, will be host. Attending from New York, in addition to Cohen, will be J. J. Glynn, vice president and treasurer of Warner International; Karl G. Macdonald, vice president and Latin America supervisor; and G. R. Keyser, head of foreign advertising and publicity.

Reelect E. L. Ornstein Kentucky Allied Head

LOUISVILLE, Oct. 2—E. L. Ornstein today was reelected president of Allied Theatre Owners of Kentucky at the annual convention of the organization.

Joseph M. Reiss was named vice-president, and Fred T. Switow, secretary-treasurer. All officers are from Louisville.

Allied of Pa.

(*Continued from page* 1)

Theatre Owners of Western Pennsylvania closed a two-day convention in Hotel Roosevelt here.

Calling upon both groups "to marshal their powers in determining maximum film rentals as well as to produce more pictures," Myers declared:

"Things may look bleak now, but by joint efforts, I feel all our problems can be resolved."

Citing the courage of the film pioneers who weren't afraid to take chances, and brought reflected glory upon the industry and the whole country, Myers deplored the "lack of courage, and bearing on panic" rampant today.

Charles R. Blatt, president of Western Pennsylvania Allied, observed that "theatre owners will never be able to re-seat their houses or fix up their battered carpets if they have to pay 50 per cent rentals on films."

Blatt Lauds Columbia

Blatt paid tribute to Columbia Pictures and its local branch manager, Jack Judd, for making "The Eddy Duchin Story" available to neighborhoods and drive-ins for only 35 per cent rental, with fine results for everybody concerned. He criticized M-G-M for holding up the neighborhood releases on "I'll Cry Tomorrow," and then charging a 50 per cent rental to disappointing business for all concerned.

Harry B. Hendel, chairman of this year's convention, was elected president of Western Pennsylvania Allied for 1957. F. Elmer Hasley of Conneaut Lake, Pa., was elected vice-president and Ray Woodward of Franklin, Pa., is the new treasurer.

The committee passed a commendation citation to "Cosmopolitan Magazine" for its October issue dealing wholly with motion pictures. It also passed a resolution condemning "obscene and sex" films.

U-I Promotional Meets

(*Continued from page* 1)

Philip Gerard, Eastern publicity manager; Jeff Livingston, Eastern advertising manager; Herman Kass, Eastern exploitation manager and Robert Gilham, vice-president of Cunningham and Walsh, Universal's advertising agency. They will leave New York Friday and be joined by Ben Katz, Midwest advertising and publicity representative who has headquarters in Chicago.

Participation from the U-I studio will be Clark Ramsay, executive assistant to Lipton; Jack Diamond, studio publicity director; Archie Herzoff, studio advertising and promotion manager; James Raker, studio advertising department head and George Lait, assistant studio publicity director.

M. P. DAILY picture

ALBERT LEWIN, in the M-G-M exploitation offices yesterday.

'Custom Made'

(*Continued from page* 1)

promotional campaign, he said, but a premiere in Mexico City, where part of the picture was made, is being strongly considered. A novelization of the film play, which he wrote as well as directed, will be published next month in pocketbook form. Tie-ins are being developed with museums and schools in connection with the historical ruins and architectures of Yucatan, shown in the film.

Disney Stock

(*Continued from page* 1)

proximately 225,000 shares of Disney stock, has notified the company that it intends to exercise all of its primary rights and intends also to exercise its secondary rights in full, Disney said. This means that Atlas Corp. will take all stock not subscribed to by the other shareholders.

The present Atlas holding amounts to 17 per cent of the total common stock outstanding. The Disney family owns 54 per cent.

Disney also announced that every share taken through the exercise of primary and secondary rights will entitle the purchaser to acquire one additional share at $22. This option will be open until Nov. 30, 1957, he said.

Sale of the 186,500 shares will yield approximately $3.7 million in cash which will be applied toward the retirement of short term bank loans.

TCF Plans

(*Continued from page* 1)

ros P. Skouras, 20th-Fox president, in regard to the distribution and sales of current and new product, said yesterday that the series would go into production by Jan. 1.

He said that among the new series planned is one adapted from the 20th-Fox production of "How To Marry A Millionaire."

MPAA to Ge

(*Continued from page* 1)

of action thus far on this matter h its sub-committee members, Barn Balaban of Paramount, A. Schneid of Columbia, and Daniel T. O'She of RKO Radio.

Among other subjects which th MPAA directors will discuss are th appointment of a distribution repr sentative to the triumvirate of th Council of Motion Picture Organiz tions, the advertising and publici director's committee report on wa of revitalizing the box office, and sub-committee report by John O'Connor of Universal on the rete tion of a business management re search concern to survey the industr

'Watchdog' Group Suggestion

In mid-August, the MPAA so-calle "watchdog" committee on the Pr duction Code recommended to th directors an expansion of the Ap peals Board to include representative of independent producers, exhibitor and perhaps, non-industryites. Actio on this recommendation was deferre by the MPAA board. The committe whose report at that time pertaine only to Code procedural and admir istration changes, did not attempt t suggest any Code amendments.

The MPAA directors will also ac on a request from COMPO for ac ditional dues recently forwarded t the Association. COMPO would hav the MPAA increase its annual due from $100,000 to $150,000, addin $50,000 to the MPAA dues for th year beginning last Aug. 1. Als COMPO would have the MPAA ap prove the dues for the followin year, commencing Aug. 1, 1957, c $150,000.

Condon Named

(*Continued from page* 1)

vertising-publicity-exploitation depar ment for RKO and handled specia promotional assignments for Cecil B DeMille and Walt Disney. He ha just returned from Spain where h supervised the international produc tion publicity campaign for Stanle Kramer's "The Pride and the Passion," also to be released by UA.

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. . . NEWS ROUNDUP

anada Likes 'Reach'

Britain's 1956 box office buster, the nk Organisation's "Reach for the y," the story of Douglas Bader, war- ne RAF hero, has extended its suc- :s to Canada. The film opened with gala North American charity premi- at the Odeon Carlton theatre, To- nto. It continued the following day, aying simultaneously at four addi- nal theatres in the city. Gross tak- gs in the first two days alone ualled the usual average full week's siness at the five theatres.

■

ars Aid Freedom Fair

Several film stars are taking part in Treasury Department "Freedom ir" that opened yesterday in Arling- n, Va. The Fair, which will con- ue through Oct. 8, has as its theme continuing importance of govern- nt savings bonds.

■

ew Dates for 'La Strada'

"La Strada," the Italian film cur- ntly playing at the Trans-Lux 52nd Theatre here, will open in four ner cities by the end of the year, th each premiere to be for the bene- of the National Multiple Schlerosis ciety. The cities include Boston morrow, Philadelphia (Oct. 25), s Angeles (Nov. 2) and Chicago)ec. 25).

■

ing' and 'Saint' in Pitt.

Paramount Pictures has booked he Vagabond King" and "The ather Saint" for its first-run show- gs in Pittsburgh into 20 suburban eatres, downtown outlets being un- ilable.

■

Strong Starts for 'Attack'

United Artists reports that its "At- k" has made four more exception- y fast regional getaways. Gross for ir days in San Francisco is put at 4,600; three days in Denver, 3,100; three days in New Haven, ,700, and three days in Bridge- rt, $5,100.

■

lot on TV,' Says 'Tea' Ad

"This Is a Picture You Will Not e on tv," says a 342-line advertise- nt in the Boston dailies, inserted the officials of Loew's State and pheum theatres to publicize -G-M's "Tea and Sympathy." The rectory ad on that day was reduced 30 lines.

■

est' Big at Victoria

Twentieth Century-Fox's "The st Things in Life Are Free" is ading for an opening week's gross of $34,500 at the Victoria Theatre here and is topping "Bus Stop" in other first play dates, according to theatre reports.

Universal Secures Bank Loan of $1,500,000

Universal Pictures Co. has borrowed $1,500,000 from the First National Bank of Boston and the Guaranty Trust of New York to increase its outstanding securities to $6,500,000 as of Sept. 30, 1956, according to a report filed with the Securities and Exchange Commission.

The loan was arranged on Sept. 5 to liquidate a short term loan of $1,200,000, and pay an installment of $200,000 under a bank loan agreement with the First National Bank of Boston. The remainder was to go into the working capital of the corporation.

Stock Certifieate Amended

The SEC also reported that Universal amended its certificate of incorporation pertaining to the retirement of preferred stock. The film company, which has 84,800 preferred shares authorized at $100 per share, reduced this total by 1,400 shares. The public holds 53,400 outstanding shares of Universal preferred while the balance of 30,000 has not as yet been issued, the SEC report showed.

'Bigger' Difficulties for Independent Producers

The triple problem of budget, casting and finding a suitable script looms even larger in the nightmares of the independent producer than they do for the larger operator. That is the opinion of Robert Gurney, Jr., producer of "Edge of Fury," scheduled for United Artists release.

Gurney is in New York this week preparing the script and scouting locations for his next production, "Thin Edge of Violence," which will be made in a Greenwich village locale.

"Budgets," he declared "must be kept at the minimum justified by the expected return from the so-called small market picture. Stars won't work for what you can pay them and distributors won't make a release deal unless you have marquee names." Finding a script, he said is the easiest of the three, "provided you're willing to work at reading them."

Gurney disclaimed credit for starting the cycle of "Edge" titles, pointing out that "Thin Edge of Violence" is from a book of that name by William O'Farrell. He expects to start shooting early next year with Dan Duryea in the cast. He is now preparing the script.

Titra Opens Studios

Titra Sound Corp., which does foreign and English voice dubbings for the major film companies and independent producers, has opened new and enlarged sound studios in the National Screen Building here. David D. Horne has been appointed general manager.

... N. DAILY picture

JOHN SPIRES, at luncheon in the Laurent yesterday; with him, Ben Cohn, assistant foreign manager.

Europe Sound

(*Continued from page* 1)

"sound in motion pictures is an abstract thing," Spires said, and "it is still the product which attracts the customers." "The exhibitor is a merchant; if he puts out a sign advertising his attractions, then he will have customers."

Ben Cohn, assistant foreign general sales manager, said that "Universal films are popular abroad," and he cited the success of actor Audie Murphy and "To Hell and Back" as an example.

Ahead of Last Year, He Says

Commenting on his company's business in the territories he covers, Spires said "business has increased despite the Spanish and Danish film situations. We are appreciably ahead of last year and next year will be still better as we hope that settlements can be worked out in these two situations."

Asked about the impact of television, Spires said it "hasn't affected business in Europe as it is still very fluid."

He pointed out that West Germany is rapidly overtaking Italy as the biggest market for American films in Continental Europe. "We have no problems there; convertibility is almost free, and in one to two years, the German market may be the leading territory there. If there ever will be a unification between East and West German a minimum increase of 30 per cent in business should immediately take place," he added.

Will Go to Hollywood

Spires, who plans to return to Paris Nov. 2 following a trip to Hollywood, said that Universal recently completed the production of its first German production, "Interlude," which stars June Allyson and Rossano Brazzi, in CinemaScope and color.

Von Hartlieb Here

Dr. Horst von Hartlieb, president of the distributors organizations of West Germany, is in New York prior to leaving for Hollywood where he will seek to obtain a larger market in this country for German-made films. He will be guest of honor at a Harvard Club luncheon here today given by the MPEA, at which Eric Johnston will be host.

Japan Stocks Seen Affected By U. S. Funds

By A. C. PINDER

TOKYO, Sept. 30 (By Air Mail).—The Japanese Finance Ministry has opened negotiations with the U. S. Motion Picture Export Association on disposition of yen funds which American film companies have acquired in banks in Japan from the distribution of films in Japan.

The Japanese want further restrictions on the use of the blocked yen so they will not be used to buy Japanese stocks now on the market but rather be diverted toward investment in block loans in Japanese power development projects as was done last year.

The funds are blocked insofar as they cannot at this time be changed to dollars and remitted to the U. S. but under present regulations they may be invested in Japanese stocks as from Oct. 30, 1956.

Since the sum involved is a large one (over $6 million) and it is increasing more than $556,000 each month, they fear that its impact on the stock market will make prices soar if the film men make large purchases of stocks.

May Revise Control Law

The American film importers recently proposed to the Japanese government that they be allowed to bring in more films in return for which they would agree to stricter control of the use of their accumulated funds. The government is contemplating a revision of the Foreign Exchange Control Law to discourage the film men from buying Japanese stocks and hopes to get the yen for loans to electric power companies. In such loans the money could be remitted to the U. S. at the times the loans come due, together with interest.

Last year the film companies loaned the power companies some $7,500,000 in such loans. At the end of August accumulated film funds reached $6,390,000.

TV Film Producer Can't Control Station

WASHINGTON, D. C., Oct. 2.—The Federal Communications Commission has changed its mind about granting a transfer of control of a Wisconsin tv station to Guild Films Co., Inc., producer and distributor of tv films.

Last July, the FCC agreed to permit the M & M Broadcasting Co., licensee of WMBV-TV, in Green Bay, to sell the station to Guild Films. A month later, Valley Telecasting Co., licensee of WFRV-TV in Green Bay, protested that this gave its rival station an advantage in securing films "because of the nature of the parent company."

The FCC stayed the effective date of the grant, pending final determination of the case.

THE TIME HAS COME FOR

GIANT

GEORGE STEVENS'
PRODUCTION

FROM THE
NOVEL BY
EDNA FERBER

PRESENTED BY
WARNER BROS.
IN WARNERCOLOR STARRING

ELIZABETH TAYLOR ROCK HUDSO

AS LESLIE LYNNTON AS BICK BENEDICT

SCREEN PLAY BY FRED GUIOL AND IVAN MOFFAT • MUSIC COMPOSED AND CONDUCTED BY DIMITRI TIOMKIN • PRO

October 11
at the Roxy, N.Y.

October 17
at Grauman's
Chinese L.A.

October 25
at the Chicago,
Chicago

November 7
at the Metropolitan,
Boston

JAMES DEAN
AS JETT RINK

AND PRESENTING **CARROLL BAKER** · JANE WITHERS · CHILL WILLS
ALSO STARRING
MERCEDES McCAMBRIDGE · SAL MINEO WITH DENNIS HOPPER
JUDITH EVELYN • PAUL FIX • RODNEY TAYLOR • EARL HOLLIMAN ROBERT NICHOLS • ALEXANDER SCOURBY

E STEVENS AND HENRY GINSBERG · DIRECTED BY GEORGE STEVENS PRESENTED BY WARNER BROS.

Electronicam Finds Favor; Demonstrations Continuing

From THE DAILY Bureau

HOLLYWOOD, Oct. 2—More than 400 producers, directors, production personnel and press representatives, who witnessed the first demonstration of the Du Mont Electronicam system last night at the Paramount Sunset studio today were expressing generally favorable reactions.

Electronicam will be demonstrated tomorrow for camera men, Thursday for television producers and on Friday for unit managers and film editors.

Eric Johnston

(*Continued from page* 1)

Sunday for Germany, Budapest, Prague, Warsaw and Moscow.

The announcement of Johnston's departure came following a meeting of the MPEA board of directors here yesterday. Johnston, who presided at the meeting for a while, reported to the board on the handling of the Anglo-American film agreement.

The MPEA directors also heard a progress report on Argentina. It was reported here yesterday that Robert Corkery, MPEA vice-president currently in South America, will meet with a special Argentinian committee next week concerning the industry situation.

The MPEA board also allocated licenses in Italy for the Sept. 1, 1956 to Aug. 31, 1957 period. Under the new division, Columbia Pictures receives 25, Loew's, 30; Paramount, 22; RKO Radio Pictures, 21; Republic Pictures, 18; 20th Century-Fox, 28; Universal International, 24; and Warner Brothers, 24.

Previously, Columbia had 24 licenses; Loew's, 30; Paramount, 23; RKO, 20; Republic, 17; 20th-Fox, 29; Universal, 24; and Warner Brothers, 25.

Provision for licenses for United Artists and Allied Artists is taken care of in a special provision regarding the Italian-American film agreement.

Ricketson Optimistic

(*Continued from page* 1)

want to see and provided with luxurious theatres where they can relax and enjoy a film program on a wide screen, theatremen will have no trouble getting them out of their homes and away from their tv sets.

The executive made a plea for sensible scheduling of main features. He urged adoption of a nationwide 8:30 P.M. showtime schedule for weekdays because "showtime USA is traditionally 8:30."

Other speakers today included Alan May, National Theatres treasurer; John B. Bertero, president of Fox West Coast Theatres, and Edwin F. Zabel, Pacific Coast division manager, all of Los Angeles, also Alex Harrison, 20th Century-Fox distribution chief, and Herman Wobber, Western division manager for the company.

One Man's TViews

By Pinky Herman

MGM's great motion picture "The Wizard of Oz," starring Judy Garland, Frank Morgan, Ray Bolger, Bert Lahr, Jack Haley and others, will be CBSeen, Sat., Nov. 3 (9:00-11:00 P.M.) the "Ford Star Jubilee." . . . For the first time in his 54 years in show biz, Ed Wynn will enact a dramatic role when he appears with his son Keenan in a "Playhouse 90" CBShow Thurs., Oct. 11. . . . Irwin Kostel, ork pilot on the Max Liebman NBComedy TVehicle, "Stanley," starring Buddy Hackett, served for eight years as chief arranger and composer of numerous melodies and cues for the Ch. Sanford band. . . . A troupe of Irish talent flies in tomorrow from the Emerald Isle to appear on Ted Mack's "Amateur Hour," Sunday which makes a time ABChange from 9:00 to the 7:30-8:30 P.M. slot. . . . Sylvia Spence, publicity and promotion director at Fund for the Republic, turning in a fine job in the development and spot-lighting of the Fund's "Robert Sherwood Awards," which, because of its success last season, becomes an annual TV event. . . . NBC will hold a press screening of "The Great War" this afternoon at the Johnny Victor Theatre in Gotham. Produced by Henry Solomon, we hear that this historical documentary is every bit as thrilling and revealing as Solomon's "Victory at Sea," "The Twisted Cross" and "Nightmare in Red."

☆ ☆ ☆

Sam Gallu, producer of "Navy Log," TVia the ABChannels, flies from Hollywood to Washington, D.C., Oct. 19 to address a conference of Naval Recruiting Officers on the utilization of some "Navy Log" films to stimulate enlistments. . . . Milburn McCarty Associates, which started in public relations a scant three years ago, now has a staff of 23 people in spacious quarters at 270 Park Ave. and a West Coast branch staffed with eight flacks.

☆ ☆ ☆

George Skinner, the Philadelphia dee jay who migrated to New York two years ago and headed a morning tvariety program over WCBS, has been signed to take over the 6:00 to 9.00 avem slot, Monday thru Saturday over WABC Radio starting Monday. The show will be called "Skinner" and we predict that "if they let George do it, HE WILL" . . . Ben Griefer of the Wm. Morris Office has set scripters Mac Benoff, Buddy Arnold and Al Schwartz for Ray Bolgers forthcoming situation NBComedy tv series, "Washington Square," which will alternate Sundays with Wide, Wide World. The Bill Bacher package has signed Charles Sanford, one of the most talented batoneers in the country, to conduct the 23-piece orchestra. . . . Richard Webb, star of Screen Gems' "Captain Midnight" and "Jet Jackson" teleseries has formed his own company, Webb Productions which will be a Screen Gems subsidiary. He'll write, produce, direct and star in a new film series "Major Webb, Troubleshooter." . . . Benny Goodman is quietly rounding up several ace musikers. Now that dance bands are clicking but big on tv (Lawrence Welk, The Dorseys, Guy Lombardo) watch some smart sponsor sign B. G.. . . . Seen at Rattazzi's bistro on East 48th St. Frank and Grace Albertson huddling with Robert Preston.

George Skinner

☆ ☆ ☆

Gone are the days when screen stars, visiting tv programs, succeeding only in making the "stage wait" longer. Today, not only are we the beneficiaries of their skillful performances and eagerness to appear on tv but viewers are made keenly aware of the Thespian's wealth of general knowledge. For years Hollywoodites have made personal appearances on Walt Framer's "CBStrike It Rich" program as the "friendly hand" to deserving contestants and next Sunday Ed G. Robinson will again match his ken of "Art and Artists" with Vincent Price on the "64,000 Challenge." . . . Fred MacMurray has been pacted by Irving Asher to star in "False Witness," 20th Century-Fox telefilm which goes into production in two weeks, produced and directed by Ben Feiner, Jr. and Barney Girard, respectively.

AB-PT Meet

(*Continued from page* 1)

distributors and exhibitors to g quality pictures quality attention, they must not neglect the bread a butter pictures if we are to stay o 52 weeks a year. We've got to k our showmanship on the go throu out the year and not relax once have the big ones out of the way."

Missionary Work Heavy

The 10-point program, promulga by Goldenson and Hyman last Ja ary, was one of the major topics at AB-PT meeting. Since the origin the program, with its resultant he publicity, both AB-PT executives h been on a continuous campaign of sionary work among the presid and upper echelon of the distribu companies to make the plan a rea

Hyman told the meeting that experience we have gained in our low-through attempts has mad clear that the 10 points can be b down to two which are really vi The first, he said, calls for "an o ly distribution of quality pro throughout the year" and the seco "the rebirth of showmanship." other eight points, he explained, really phases of these two points we earnestly feel that the orderly tribution of quality product thro out the year, coupled with the re of showmanship, would go a long toward curing our box office ills."

Points to Speeific Films

The AB-PT vice-president said as a result of the "missionary w done on the 10-point pro Warner Brothers had released Searchers" and Paramount "The Who Knew Too Much" in the May-June "orphan period" and despite the old-fashioned fear business in this period, both pi gave excellent accounts of thems

Expressing the realization tha tributors should not be asked to the entire risk without the coope of exhibitors, both Goldenson an man urged their associates to ceive and consummate advertisin exploitation campaigns beyond mal," as they did with "The S ers" and "The Man Who Knew Much." Copies of these extra s campaigns were supplied to dis tors.

Company Offieials Enthusias

Included in the report on th point program were copies of en astic letters supporting the pr from Jerome Pickman, Paramou tures; Larry Golob, Warners; Youngstein, United Artists; C Einfeld, 20th-Fox; Silas S Loew's; Paul N. Lazarus, Jr., C bia; Charles Simonelli, Universa H. Grim, RKO Radio; Albert golies, Buena Vista; Martin Da lied Artists, and Bea Rose, Re

The associates also were pr with a showmanship "checkli ideas to promote attendance, list of forthcoming product fro studios.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 80, NO. 67 NEW YORK, U. S. A. THURSDAY, OCTOBER 4, 1956 TEN CENTS

fective Nov. 15

rthur Loew uits Post As lead of MGM

ll Remain President Loew's International

rthur M. Loew, who has been ac- in the Metro-Goldwyn-Mayer or- ization for 35 years, has resigned president of w's, Inc., ef- ive Nov. 15, as announc- here yester- by the com- y.

Arthur Loew

oew, who umed the sidency on . 14, 1955, remain as e s i d e n t of w's Interna- al, supervis- ng the com- y's film distribution and theatres in countries outside the United States Canada.

ccording to a high Loew's exec-

(*Continued on page* 4)

O Has 15 Films w in Preparation

From THE DAILY Bureau

OLLYWOOD, Oct. 3.—A total of major projects for filming at RKO io Pictures during the latter part is year and next are now in prep- ion, it was revealed today by Wil- Dozier, vice-president in charge roduction. Five are from best-sell- novels; 10 will be filmed in color, all will have top stars of screen, e and television in their casts, he

(*Continued on page* 5)

Officially Creates levision Department

nited Artists this week officially ted a department of television and n staffing it as a "wholly owned idiary," it was announced yester- by company officials.

irector of the new department is Leo, who joined UA several

(*Continued on page* 6)

COMPO Dues Bid Denied

The Council of Motion Picture Organization's request for a $50,000 increase in annual dues from the Motion Picture Association of America was turned down here yesterday by the MPAA board of directors, it was announced.

The MPAA board, following consideration of the bid to increase COMPO dues to $150,000, denied the request and reiterated its previous statement of matching exhibitor contributions to COMPO over $100,000 "dollar for dollar."

COMPO had sought to have the production distribution companies increase their dues so that funds could be allocated in advance for definite programs of activity. The MPAA recently contributed $100,000 to COMPO so the Audience Awards campaign could go forward.

Walsh Sees More Jobs Thru Electronicam Use

By WILLIAM R. WEAVER

HOLLYWOOD, Oct. 3.—The use of Du Mont Electronicam system by Hollywood in producing theatrical pictures would be more likely to increase studio employment than to curtail it, IATSE president Richard F. Walsh told MOTION PICTURE DAILY today in reply to a query prompted by the Du Mont claim, expressed during the demonstration, that production time lost by Hollywood in converting to a five-day week early

(*Continued on page* 4)

MPAA Directors Meet

PCA Appeals Board Expansion Approved

Committees Make Progress Reports On Boxoffice Aids, Management Study

By LESTER DINOFF

The board of directors of the Motion Picture Association of America "approved in principle a plan to enlarge the appeals board of the Production Code Administration to include exhibitors and independent producers," it was announced here yesterday following a meeting of the group. Eric Johnston, MPAA president, who will leave here over the weekend for Europe, presided at the meeting. Kenneth Clark, vice-president of the MPAA, following the directors' conclave, said the board also recommended to its self-regulation sub-committee that it make further studies of details of expanding the appeals board of the PCA.

Eric Johnston

Clark indicated that the sub-committee, which includes himself, Barney Balaban of Paramount Pictures, A. Schneider of Columbia Pictures, and Daniel T. O'Shea of RKO Radio Pictures, will continue its weekly meetings so that an operational program for the appeals board expansion could perhaps be ready by the next meeting

(*Continued on page* 6)

SBA Ruling on Loans Praised by Pinanski

Sam Pinanski, COMPO co-chairman, yesterday praised the Small Business Administration's policy board ruling authorizing financial loans to indoor theatres as "a step in the right direction . . . to make (the industry) a more attractive field for outside investors."

Pinanski, who has urged the establishment of an agency to strengthen the industry's financial structure, said it would take a great deal of hard work to set up such an agency, but "the readiness to help that has been shown by such tough-minded financial experts . . . who comprise the SBA policy board, shows what can be accomplished.

"It reflects great credit on the efforts of Julian Brylawski, Harry Brandt and other exhibitors who have presented the theatre owners' case for govern-

(*Continued on page* 6)

To Promote Its Product Here

W. German Industry May Introduce Film 'Information Office' in U. S.

The German film industry, which is seeking to enlarge the American market for its product, may set up "an information office" in the United States to provide data, public relations and publicity about German pictures, according to Dr. Horst Von Hartlieb, managing director of the West German Distributors Association.

Dr. Von Hartlieb, who plans to visit Hollywood and Washington during his month-long trip in this country, said here yesterday, prior to a Motion Picture Export Association luncheon given him by the foreign sales managers, that he is "here to study the operations and conditions of the American film industry and its domestic market with an eye to improving the market for German films." He said his report to the West German association would contain information about the "simi-

(*Continued on page* 5)

NT Changes Name to Fox National Theatres

Special to THE DAILY

PHOENIX, Ariz., Oct. 3—National Theatres concluded its three-day convention here today on a high note of optimism and enthusiasm. The conventioneers also approved the suggestion that the circuit be henceforth officially known as Fox National Theatres.

President Elmer C. Rhoden in his closing remarks said he was delighted that the convention had fulfilled its goals and that he looks to outstanding

(*Continued on page* 4)

PERSONAL MENTION

MARTIN S. DAVIS, Allied Artists Eastern advertising and publicity director, will leave New York today for Chicago.

•

HARRY M. KALMINE, vice-president and general manager of Stanley Warner Corp., left here yesterday for Europe aboard the "Queen Mary."

•

AMERICO ABOAF, Universal Pictures foreign general manager, has returned to New York from Johannesburg, South Africa.

•

R. W. HADLEY, assistant managing director of Paramount Film Service, London, returned to England from New York yesterday aboard the "Queen Mary."

•

CAPT. HAROLD AUTEN will return to Bushkill, Pa., from New York today.

•

LILA BRANDES, secretary to ED LAVENBERG, of the United Artists contract department, will be married on Sunday to ALFRED J. FAIT.

•

J. A. TANNEY, president of S.O.S. Cinema Supply Corp., is in Los Angeles from New York.

•

MARGARET ETTINGER, president of the Ettinger Co., and LIDA LIVINGSTON, vice-president, publicity division, arrived in New York yesterday from Detroit and Hollywood.

•

JOHN C. FLINN, Allied Artists advertising-publicity director, will leave Hollywood today for Chicago.

•

PAT DUGGAN, produeer, will leave Hollywood today for Denver, en route to New York and London.

•

LEON BLENDER, general sales manager of American International Pictures, will leave the Coast by train today for New York.

Loeff Opens Own Office

HOLLYWOOD, Oct. 3—Ted Loeff today announced the establishment of a new public relations organization in Beverly Hills to specialize in the handling of independent production clients. Loeff, who resigned the vice-presidency of Rogers & Cowan to open his own offices, handled public relations for "War and Peace."

Italian Industry Expects to Finish 120 Pictures By End of Year: Monaco

By ARGEO SANTUCCI

ROME, Oct. 1. (By Air Mail)—Italian motion picture studios put 82 films into production during the first eight months of this year, including pictures in co-production with other countries, and total output is expected to reach 120 in 1956, Eitel Monaco, president of ANICA, the Italian film producers' association, has reported.

In the past, ANICA has sought to keep production to a maximum of 105 pictures a year "to avoid the large amount of poor pictures that result from rapid-fire production," Monaco said. At the moment, however, ANICA sees an expanding foreign market for "typical" Italian pictures.

Emphasis on Foreign Markets

Efforts in the Italian industry will be concentrated toward the growing foreign market, Monaco observed. "A film industry cannot reach a successful development without a program which includes, together with more artistic pictures and popular pictures made for the home market, feature films which have a great entertainment interest for the largest audiences elsewhere around the world."

American co-operation can be very helpful in the diffusion of Italian pictures around the world, he added, through the world-wide distribution organizations of the major American companies.

Speaking recently through the official bulletin of the Venice Film Festival, Monaco expressed the belief that the market in the United States for Italian pictures was at its greatest.

Sees U.S.-Italy Pact Beneficial

Also noticeable was the increasing interest of American and other foreign studios to enter into co-production with the Italian companies. In the agreement between the U. S. and Italian industry wherein 40 per cent of Hollywood profits from pictures made in Italian co-production must be used exclusively in Italy for other productions, Monaco saw a great benefit to Italian production for the world market.

Other members of the producers' association are inclined to feel that this optimism clouds awareness of problems that remain to be solved. They pointed out one of the biggest problems before the industry was the elimination of a great many "very old" features which were glutting the present home market, both Italian and foreign.

Film Center Started

HAMDEN, Conn., Oct. 3 — Construction of Connecticut's new film center building has been started at Dixwell Avenue and Benham Street by the All-State Realty Corp. of New York.

Kodak V-P Cites Suez Effect on Investments

BUFFALO, N. Y., Oct. 3.—Foreign investment in underdeveloped countries may be slowed up by the seizure of the Suez Canal, Donald McMaster, vice-president and general manager of Eastman Kodak Co., said in a speech at the Fenton Lecture Series at the University of Buffalo. As a result, the tempo of U. S. investment may be stepped up in Great Britain, Western Europe, Latin America, South Africa, and Australia, he added.

"Actions such as the seizure of the Suez Canal greatly diminish the interest of American investors in many underdeveloped areas which, most of all, need this investment," McMaster said. "The bogey of appropriation has become of real stature."

McMaster said that U. S. companies operating abroad should be concerned with the welfare of the people in the areas where they operate. "It is a matter of self-interest, for in this day of sensitivity to American wealth and power, a failure to have good community relations can mean not only loss of good will, but loss of assets."

Cites Hollywood Role in Religious Understanding

Hollywood's role in furthering understanding among Americans through screen stories dealing with the different religious faiths was the subject of a talk by Mrs. T. O. Wedel, chairman of the public relations councils of the United Church Women at a luncheon yesterday at the Hotel Gotham here. Public relations chairmen of 50 majorcity councils of the UGW were guests of Allied Artists at the luncheon honoring the women's group for their cooperation in the promotion of William Wyler's "Friendly Persuasion," which will be nationally released next month.

Promote Rogers Benefit

The National Junior Committee has announced that 75 color trailers have been especially prepared by De Luxe Laboratories to promote the Will Rogers Memorial Hospital benefit performance of "Around the World in 80 Days" the night of Oct. 18 at the Rivoli theatre here. The trailer will be given to National Screen Service and then distributed to theatres in metropolitan New York.

Benjamin Kalmenson Elected New MPAA Board Member

Benjamin Kalmenson, executiv vice-president of Warner Bros. Pi tures, was elected a member of th board and a member of the executiv committee of the Motion Picture A sociation of America, it was a nounced following yesterday's MPA directors meeting here.

Kalmenson succeeds Samu Schneider, who recently resigned h post as vice-president and treasur of Warner Brothers.

Republic Has 39-Week Profit of $1,431,595

For the 39 weeks ended July 2 Republic Pictures Corp. and its sul sidiaries report a net profit of $1,431 595 before federal tax provision, est mated federal, normal and surtax $485,000 or a net after taxes $946,595.

For the 39 weeks ended July 3 1955, Republic and its subsidiari report a net profit of $2,833,168 b fore Federal Tax Provision, estimat Federal, Normal and Surtax of $1 500,000 or a net after taxes of $1,33 168.

Canadians Plan Course In Film, TV Production

MONTREAL, Oct. 3.—Associat Screen News, Ltd., will begin a sen professional course in every pha of motion picture and television pr duction this fall. The seven-mon initial course is intended for McG University students and interest persons in the advertising and bu ness fields.

The purpose is to create a n source of creative and technical pe sonnel for Canada's motion pictu and tv industry, and to provide th group with a practical knowledge every creative and technical pha it was stated.

60 Newsmen Coming For Premiere of 'Gian

A large contingent of out-of-to newspapermen will be flown to N York next week by Warner Bros. the world premiere of George Steve production, "Giant." More than film critics and editors will be on ha for the premiere, which will take pl Oct. 10 at the Roxy for the benefit Muscular Dystrophy Associations America, Inc. They represent 56 the leading newspapers from 26 cit of the United States and Canada. special press room with typewrit and Western Union service will installed on the sixth floor of the Ro

MOTION PICTURE DAILY, Martin Quigley, Editor-in Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. St Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Wea Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square. W. 2, Hope Williams I nup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, S days and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone Circle 7-3100. Cable address: "Quigpubco, New York." Ma Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Her Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York N. Y., under the act March 3,1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

BELOW: *Newspaper ad run by the Plaza, N. Y.*

Extra
Performances For
The Big New HIT!

'Lust for Life'

M-G-M's drama of Van Gogh.
In CinemaScope and Metrocolor,
starring Kirk Douglas

Today and Saturday
Doors open at 11 A. M. Feature at
12, 2, 4, 6:10, 8:15 & 10:15 P. M.
Extra shows at midnight
Today and Tomorrow

BIGGEST IN OUR 26 YEARS

PLAZA 58th St. near Madison Ave.

DON'T ENVY S.R.O.! GO GET "LUST"!

VARIETY HEADLINES!

'LUST" RECORD, N. Y.!
'LUST" LOUD, L. A.!
'LUST" RECORD, PITTSBURGH!
'LUST" LOUD, DETROIT!
'LUST" WHAM, FRISCO!
'LUST" TERRIFIC, WASH., D. C.!

★

M-G-M presents
in CINEMASCOPE and METROCOLOR

KIRK DOUGLAS
In
"LUST FOR LIFE"
Co-Starring
ANTHONY QUINN
JAMES DONALD · PAMELA BROWN
With **EVERETT SLOANE**
Screen Play by **NORMAN CORWIN**
Based on the Novel by **IRVING STONE**
Directed by **VINCENTE MINNELLI**
Produced by **JOHN HOUSEMAN**

HAPPY SHOWMEN!

"Biggest in our 26 years."
—Leo Brecher, Plaza, N. Y.

"Biggest in our 15 years."
—Green Bros., Guild, Pittsburgh

"Will positively break all grossing and long run records."
—Sol Krim, Krim Theatre, Detroit

"A triumph. One of our most successful pictures."
—Gerald G. Wagner, Gen, Mgr., Lopert Theatres, Washington, D. C.

"Up there with the biggest in years at Fine Arts, Beverly Hills."
—Edwin F. Zabel, Gen. Mgr., Fox West Coast Theatres

"Top business in 10 years."
—Irving Ackerman, Stage Door, San Francisco

Walsh Sees

(*Continued from page* 1)

this year could be made up by adopting the Electronicam method.

Walsh, familiar with Electronicam operation in New York, said, "Although Electronicam might reduce over-all shooting time by a few days on each picture, we believe its use would tend to encourage producers to make more pictures, and in this way would increase total employment and product supply as well."

Walsh said experience has shown that the Du Mont system usually requires the employment of a larger number of workers, but for a shorter period, and that these facts, together, should lead to a stepping up of the number of pictures made annually.

Walsh said, "IATSE never stands in the way of progress. We want, more than anything else, to get production rolling in volume, and we believe Electronicam has a rightful place in Hollywood production to this end."

Walsh will return to New York at the weekend.

NT Changes Name

(*Continued from page* 1)

achievements in the coming year. The NT chief also announced a Jan. 7 meeting of division managers and department heads in Los Angeles to report on the results of the convention. He added:

"I was highly impressed with the excellent presentations and recommendations from your district managers. I feel confident we are on the right road to building attendance. We must be progressive in our thinking. We must continue to go forward."

Frank H. Ricketson, vice-president and general manager, called this "one of the greatest conventions in the history of National Theatres and we look for gratifying results."

Workshop reports held the spotlight at the morning session of the meeting with "building attendance" as the theme. Among the various recommendations submitted by the workshop groups were those of increasing activities, heavier concentration of new approaches in advertising, modernizing profitable theatres, preparing special package campaigns, emphasizing courtesy and service to patrons, developing manpower and promotion within the ranks, a drive to further reduce real and federal taxes, the sale of unproductive properties, curtailment of unnecessary expenses, re-examination of policies and admission prices, and proper scheduling of feature programs.

REVIEW:

You Can't Run Away From It

Columbia—CinemaScope

EXHIBITORS, SHOWMEN and audiences will most assuredly find that Columbia's romantic musical comedy "You Can't Run Away From It," a remake of the 1934 Academy Award winning film "It Happened One Night," is a top notch entertainment vehicle studded with laughter brought forth by gay and witty dialogue. The skillful direction by Dick Powell, who has kept the pace of the story about a runaway heiress and an unemployed newspaperman moving in high gear throughout, puts the box office values in the fore, and resultantly, this film is headed for the top.

This CinemaScope and Technicolor film was also produced by Powell from a screenplay written by Claude Binyon and Robert Riskin, from a short story by Samuel Hopkins Adams.

Academy Award winner Jack Lemmon is cast as the newspaperman with June Allyson as the Texas daughter of rich, wealthy Charles Bickford. Their personalities clash initially when they meet in a bus and then in a number of situations which are embellished with songs and comedy incidents. After a while, Lemmon, who registers solidly in his role, and Miss Allyson attain a state of being which one might say is "warm." The principals are capably supported by such talents as Paul Gilbert, Jim Backus, Stubby Kaye, Allyn Joslyn, Henny Youngman, Jacques Scott and Walter Baldwin.

Kaye scores heavily in his short, but noteworthy, role as a sailor going home to Texas, along with Gilbert, who portrays a fast talking, "bus wolf," and Backus, as a farmer sneak-thief.

Lemmon meets Miss Allyson on a bus following her "escape" from her father's yacht where she had been held following a Mexican marriage. Bickford's cohorts had "kidnapped" her right after the ceremony, and she ran away to meet her fortune-hunting husband so that the marriage could be consummated. Bickford hires detectives to find his daughter. Lemmon, in the meantime, discovers the identity of his companion of the road and realizes that he has the story of his life. He makes a deal with Miss Allyson not to reveal her identity and to help her get to her husband, providing she will give him an exclusive story.

The characters, now dependent on each other, find themselves falling in love, as they come closer to their destination—Houston, via a series of escapades in motels, where they hang blankets between the beds to sub-divide the rooms and to insure privacy, in a hay field, where Miss Allyson goes into a solo dance, which incidentally is cute, but a little long and out of place in the story, and in a jalopy of 1933 vintage. Lemmon and Miss Allyson separate by accident one night with each one thinking that they had been abandoned. Lemmon, however, gets his old newspaper job back and is assigned to cover Miss Allyson's second wedding to her fortune-hunting husband, with whom she has finally got together. At the altar, she realizes that she can not do without Lemmon, and leaves the ceremony to go with him.

Running time, 95 minutes. Adult classification. For November release.

LESTER DINOFF

Siteman, Production Official, Dies in Japan

HOLLYWOOD, Oct. 3. — Art Siteman, 46, veteran Hollywood production manager, died suddenly Oct. 2 in Kyoto, Japan, of a heart attack, according to information received by the RKO studio. Siteman left Hollywood in August as production and location manager for RKO to arrange for filming in the Far East.

Ned Jaakobs, 63

Ned Jaakobs, 63, former stage and radio producer, died Oct. 1 in Amsterdam, Holland, of a heart condition. He was in Holland to make studio arrangements for the pre-production planning of his feature film, "Immortal Melody." His widow and a son survive.

Merge Taplinger Firm With Ruff Associates

The public relations firms of Robert S. Taplinger & Associates and Carl Ruff Associates have merged to form Taplinger-Ruff Associates with Taplinger named director of the new company and Ruff as president of the organization.

Taking Accounts of 2 Firms

The new firm will continue all the accounts of the two companies, it was announced. Company-owned branches in Chicago and Los Angeles will be enlarged to meet the planned expansion of operations for the new organization. The main office will be located at the present Taplinger & Associates location.

Arthur Loev

(*Continued from page* 1)

utive, no successor to Loew has be named thus far. However, he said th a number of highly qualified perso within and without the company a industry are under consideration f the post by the Loew's board of dir tors, who may meet next week on t matter. The next regular schedul meeting of the Loew's board is for Oct. 17.

Loew will also remain a direc of the Loew's board.

Rank's John Davis Du Here for Week's Stay

John Davis, head of the J. Arth Rank film and theatre operations, scheduled to arrive here from Lond on Oct. 15 for a week of conferenc With Kenneth Winckles, an assist managing director of the Rank orga zation, Davis also is scheduled to c fer with heads of Rank's Canadian erations.

Robert Benjamin, president of Rank organization in America, said was not aware that any special sig icance attached to Davis's visit, a ing that it was usual for him to m a trip here at this time of the year

STATEMENT REQUIRED BY THE OF AUGUST 24, 1912, AS AMEND BY THE ACTS OF MARCH 3 1933, AND JULY 2, 194
(Title 39 United States Code, Section 233) SHOWING THE OWNERSHIP, MANAGEMENT AND CIRCULATION

Of MOTION PICTURE DAILY, published (except Saturdays, Sundays and Holida at New York, N. Y., for October 1, 1956

1. The names and addresses of the lisher, editor, managing editor, and busi manager are: Publisher and Editor-in-C Martin Quigley, 1270 Sixth Avenue, York City; Editor, Sherwin Kane, 1270 S Avenue, New York City; Managing ed James D. Ivers, 1270 Sixth Avenue, York City; Business manager, Theo. J. livan, 1270 Sixth Avenue, New York

2. The owner is: (If owned by a corp tion, its name and address must be st and also immediately thereunder the na and addresses of stockholders owning holding 1 percent or more of total amou stock. If not owned by a corporation, names and addresses of the individual ow must be given. If owned by a partnersh other unincorporated firm, its name and dress, as well as that of each indivi member, must be given.) Quigley Publis Company, Inc., 1270 Sixth Avenue, York City; Martin J. Quigley, 1270 S Avenue, New York City; Gertrude S. ley, 1270 Sixth Avenue, New York Martin Quigley, Jr., 1270 Sixth Ave New York City.

3. The known bondholders, mortga and other security holders owning or ing 1 percent or more of total amoun bonds, mortgages, or other securities are there are none, so state.) None.

4. Paragraphs 2 and 3 include, in where the stockholder or security h appears upon the books of the compan trustee or in any other fiduciary relation name of the person or corporation for w such trustee is acting; also the statemen the two paragraphs show the affiant's knowledge and belief as to the circumst and conditions under which stockholders security holders who do not appear upo books of the company as trustees, hold and securities in a capacity other than of a bona fide owner.

5. The average number of copies of issue of this publication sold or distrib through the mails or otherwise, to paid scribers during the 12 months preceding date shown above was: (This informati required from daily, weekly, semiweekly triweekly newspapers only.) 5,492.

THEO J. SULLIVAN
(Signature of business mana

Sworn to and subscribed before me 19th day of September, 1956.

(SEAL) ROSE W. HORNSTEIN
(My commission expires March 30, 1

M. P. DAILY picture

ANNOUNCING, that William J. German on Oct. 24 will receive the motion picture industry's second annual Human Relations Award, and preparing the luncheon's appeal agenda: some of the principals at the Joint Defense Appeal amusement division luncheon yesterday at the Sheraton-Astor. Robert Benjamin, pipe in hand, was captain of the occasion and even commanded the television receiver to halt (in the third inning). With him, Samuel Rinzler, Louis Phillips, Milton Kretsky of the JDA, and Harry Brandt; and, rear, Jack Levin and Adolph Schimel. Benjamin disclosed Spyros Skouras, his associate in JDA chairmanship in the industry, will present the Award to German, a devoted and persevering philanthropist. The first winner was Danny Kaye.

KO Has 15

(*Continued from page* 1)

. This is by far the most ambitious gram that RKO has had in work e the peak production days of 6, according to Dozier.

Coincidentally, three other top-get features will continue before cameras through the month of Oc-r and into November. These are e Lady and the Prowler," "The Most Likely," and "Escapade in an," now filming in Tokyo. All e are in color.

he 15 major projects now being lied for the cameras include: ge Struck," "Bangkok," "Ten s in August," "Three Empty ms," "Affair in Portofino," "Sex and s McAdoo," "Rachel Cade," "Gal-on," "On My Honor," "The Naked the Dead," "Cash McCall," "Far t," "Journey to the Center of the h" and "Stage Door."

gion Reviews 20; ts 6 in 'Class B'

f the 20 productions reviewed week by the National Legion of ency, seven have been put in s A, Section I, morally unob-onable for general patronage; n in Class A, Section II, morally bjectionable for adults; and six Class B, morally objectionable in for all.

n Section I are: "The Best Things Life Are Free," "Canyon River," e Last Wagon," "Mole People," icemaker," "Yang Kwei Fei," and ui Drums." In Class A, Section re "Chain of Evidence," "Death a Scoundrel," "Hold Back the t," "Man from Del Rio," "Op-on Murder," "Stagecoach to ," and "Tension at Table Rock." Class B are "Search for Bridey phy," "Tea and Sympathy," "Cha Cha Boom," "Fighting Trouble," nd Maneuver," and "The Op-e Sex."

Plan W. German Office Here

(*Continued from page* 1)

larity between our industries." He reached this conclusion following a study of the Senate Small Business sub-committee report on industry trade practices, he declared.

Dr. Von Hartlieb also said he will make a study of the industry's Production Code Administration with the idea of incorporating some of the American industry's methods into the West German setup for self regulation.

The West German film executive also said that he will meet with the distribution companies' sales managers individually.

The MPEA luncheon yesterday at the Harvard Club here was presided over by Eric Johnston, MPEA president. Johnston, in recounting conditions of the West German industry, said that 130 features were produced there last year and that exhibition in Germany has grown from 1,300 theatres to 5,600 theatres now. Johnston said that while there were 130 producers in West Germany following the war, there are now but 40 "strong" producers there.

Milwaukee Mayor Seen Against Censor Plan

MILWAUKEE, Oct. 3 — A report to the city's motion picture commission by Arthur Saltzstein, the mayor's administrative secretary, at a meeting last week, revealed that the mayor does not view with favor proposals to give the body legal powers to enforce its recommendations.

The commission met primarily to discuss changes proposed recently by the Junior Bar Association which would strengthen its censorship powers. The bar group's proposals include the suggestion that: Milwaukee adopt a statute patterned after the Massachusetts law which would enable the city to commence legal actions holding up the showing of objectionable pictures before they are publicly shown. The commission would then screen and consider the film to determine whether it would receive an "obscene" rating.

PEOPLE

Harry Cohn, president of Columbia Pictures, has arrived in New York to attend tomorrow's meeting of the company's board of directors.

□

William Goldman, president of William Goldman Theatres, Philadelphia, has been named a director of the board of the Philadelphia Central City Development Corp. Additionally, **Mayor Richardson Dilworth** has appointed **Goldman** chairman of the Mayor's Board of Theatre Control.

□

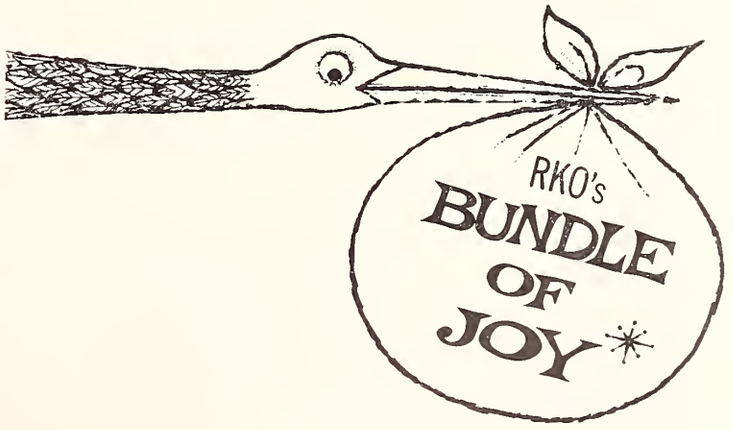
Sam Schultz, branch manager for Allied Artists in Cleveland, has been elected a member of the board of directors of the American Cancer Society.

□

Dan Cowhig, veteran of 30 years with RKO Radio in Cleveland, is retiring for reasons of health.

□

Gene Pleshette, managing director of the Brooklyn Paramount Theatre has been selected to head the Miss Christmas Seals Contest and theatre promotion for the Brooklyn Tuberculosis and Health Association's 52nd Annual Christmas Seal Sale.



PCA Appeals Board Expansion Okayed

(*Continued from page* 1)

of the MPAA board, which is scheduled for November when Johnston returns from his Iron Curtain trip.

The MPAA directors also heard progress reports from two of its committees—the advertising and publicity directors group's report on ways and means of revitalizing the box office, and the sub-committee report on a business management survey of the industry.

Advertising-publicity chairman Jerry Pickman, supported by Si Seadler, Paul N. Lazarus, Jr., Rodney Bush, Alfred Tamarin and Phil Gerard, presented the group's report to the MPAA board. The report, which went into details on such proposals as an industry survey, a Hollywood press junket, executive field trips, advertising, merchandising and promotion, and advertising billings, was so extensive, it was stated, that Pickman asked the board to further discuss the report at its next meeting.

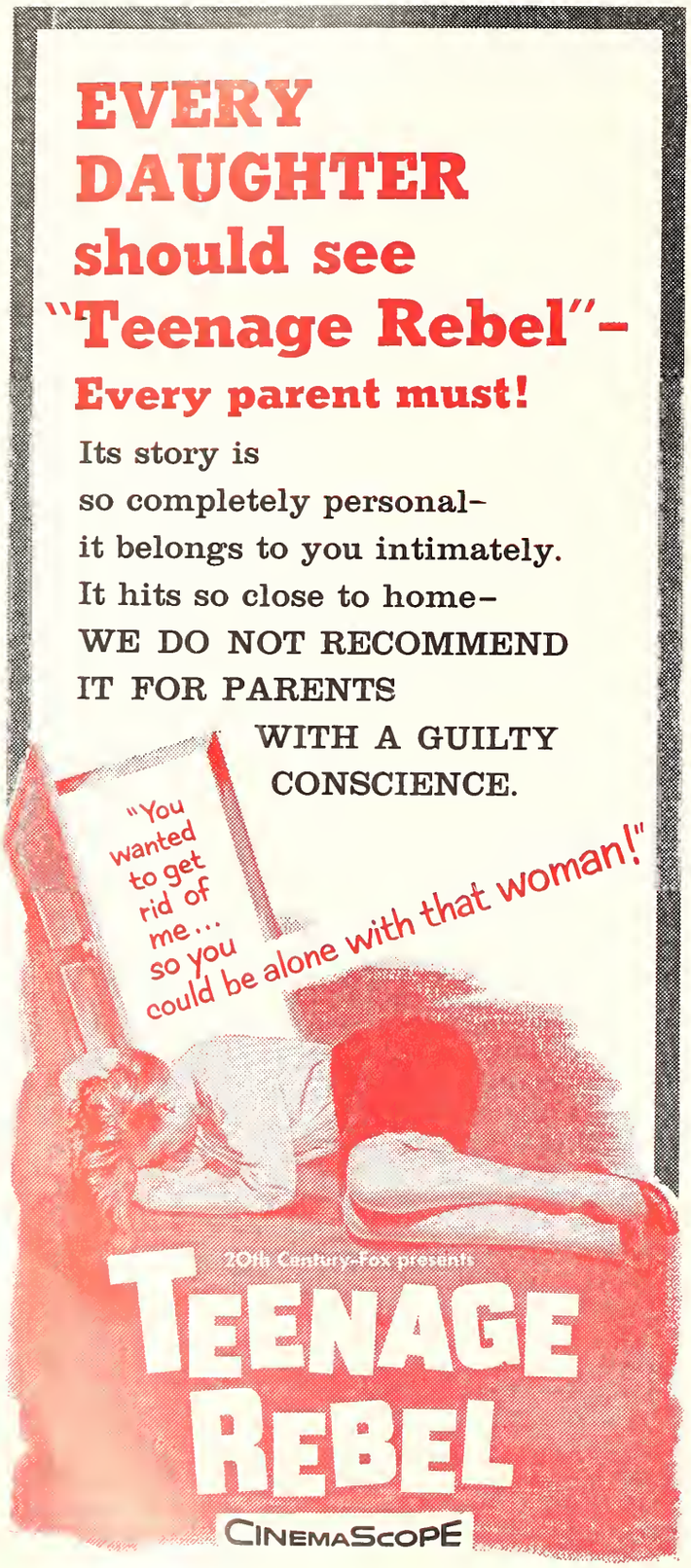
Researeh Study in Work

The MPAA board was also told by Pickman that a preliminary industry market research study is currently taking place on a national scale to determine specifically what the problems are concerning motion pictures. The survey is being conducted in conjunction with the sales managers committee, it was stated, and the advertising-publicity report would depend on the outcome of it.

The MPAA directors also authorized its sub-committee to proceed with plans for a business management survey in line with streamlining film company operations. The committee is composed of John J. O'Connor of Universal Pictures, Charles Reagan of Loew's, Inc., and A. Schneider of Columbia.

Two Other Groups Meet

Two other committees of the MPAA met yesterday afternoon following the directors meeting in the morning. This was the tax committee and the legal committee, but the nature of their meetings was not revealed.



Johnson, Weltner to Go On Trip with Johnston

Eric Johnston, president of the Mofltion Picture Export Association, will be assisted in his study of film industries in Iron Curtain countries by Griffith Johnson, MPEA vice-president, and George Weltner, president of Paramount Film Distributing Co., it was reported yesterday.

Johnston, who is currently in Denmark, will meet with Johnston in Europe next week and continue on to Russia, Poland, Czechoslavakia, and Roumania with him. Weltner is planning to leave with Johnston over the weekend for Europe, it was said.

SBA Ruling

(*Continued from page* 1)

ment aid to the Small Business Administration.

"The action of the COMPO executive committee last week in appointing a committee to enlist the help of the industry's best financial brains in the development of this idea is a timely parallel to the SBA's policy board decision," he said.

UA's TV Department

(*Continued from page* 1)

weeks ago as salesman for the tv film unit at its inception. He will direct the sales staff and the distribution of film packages to tv stations. Physical handling of films will be taken care of by the Bonded Film Distributors Co., Leo said.

National Pre-Selling

KIRK DOUGLAS portraying V Gogh appears on a page in color to introduce the pictorial st of "Lust for Life," in the Oct. 1 sue of "Life."

The author reports that, "the story the movie tells is set agai the glorious color of Van Gogh's gr art—the pool hall, drawbridge cafe at Arles, the wheat fields North Central France, now the fa liar scenes that in reproduct decorate thousands of American wa Van Gogh was stubborn, quar some and gifted."

•

A six-page profile on Kim Nov is a highlight feature of the Oct issue of "The Saturday Evening Po titled "Hollywood's Melanch Blonde," written by Dean Jenni

He recounts Kim's Chicago ch hood, her introduction to Hollyw and her tremendous rise to fame just two years. He quotes produc and directors' opinions and ment that her first six films cost $11 lion, "an investment that seems pay off like uranium." The art discusses Kim's performance in " Eddy Duchin Story" and points that her next films will be " Jeanne Eagels Story" and "Pal Jo

The article is liberally illustr with pictures of Miss Novak in var stages of her young life, shots of private life and a still from "Pic

•

"Friendly Persuasion" has selected by "Redbook" as the pic of the month for October.

•

Ruth Harbert, Hollywood edit "Good Housekeeping," reports in October issue that, "The Solid Cadillac" is Hollywood's latest comedy, and it's superlatively and wonderfully funny. So are Holliday and Paul Douglas, who in it."

•

Marshall Scott has initiated a format for his "Cosmopolitan M Guide" department in the Oct issue. He has listed 39 films stars and an outline of their th in this "Special Movie Issue." designated a schedule key for film—F, for picture finished P, pr tion under way; W, scenario written.

Among the pictures are 12 budget films that are ready fo tribution.

•

Elvis Presley who stars in " Me Tender," is profiled in the ber issue of "Seventeen." Hal V Productions have signed Elvis seven year contract, according t Miller of "Seventeen." Joseph H president of Wallis Productions "Elvis' screen test revealed a d tic ability comparable to James and Marlon Brandon."

Two double page spreads ar voted to the history of this p day entertainment phenomena.

WALTER

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

.. 80, NO. 68 NEW YORK, U. S. A. FRIDAY, OCTOBER 5, 1956 TEN CENTS

Neil Reports:

lan Greater oordination f RKO, MBS

ified Activity to Include ogramming, Promotion

KO Radio Pictures and the Mutual dcasting System will coordinate related activities more elosely, it announeed here by Thomas F. il, president and board chairman KO Teleradio Pictures, Inc., the nt company.

Neil said that the more elosely relationships will extend virtually ery faeet of the motion picture radio activities of both subsidi- with primary emphasis plaeed rogramming, sales and elient serv- promotion, exploitation and pub-

ie coordination plan, as outlined 'Neil, MBS and RKO Radio Pic-

(*Continued on page* 6)

de-Screen Showings for SMPTE Meet

From THE DAILY Bureau

)S ANGELES, Oct. 4. — Demon- ons of the Metro-Goldwyn-Mayer n system, 20th Century-Fox's maScope 55 and six-channel ophonic sound will be among the red attraetions at the 80th con- on of the Society of Motion Pie- and Television Engineers when it s at the Ambassador Hotel here onday.

fteen technical sessions are sched- for the five-day meeting, besides

(*Continued on page* 5)

xy Won't Raise Prices Run of WB 'Giant'

mission priees for George Ste- production, "Giant," which s at the Roxy here next Wed- ay night, will not be raised e normal seales for the run , according to Robert C. Rotha- nanaging director of the theatre. would put the top price at $2.50 oges, Rothafel said.

iant," whieh Warner Bros. is

(*Continued on page* 4)

REVIEW

The Ten Commandments

CECIL B. DeMILLE—PARAMOUNT

VistaVision

ALL the time and extraordinary expenditure lavished upon this production by Cecil B. DeMille are justified by the impressive results now put upon the screen. "The Ten Commandments," in VistaVision and Technicolor, with a stupendous cast in both talent and numbers, abounding in technical skills of great variety, and all administered by the master showman, DeMille, as producer and director, is a monumental production. There can be little doubt that it is his greatest, crowning his long and fruitful career with an achievement that will entertain and inspire millions for many years to come.

It appears certain to be one of the screen's all-time "greats," both as a production and as a business-getter.

Everything about it is on the grand scale—the years that went into its making, the $13,500,000 investment it represents, its running time of three hours and 39 minutes, the vast scale on which it was produced, the unlimited possibilities of its commercial life, in terms of both time and money. These are but a few of the properties and facts that distinguish "Ten Commandments" and that few, if any, motion pictures share with it.

DeMille has returned to this story from the Scriptures after more than 30 years, believing it to be the greatest to come to his attention in his lifetime in show business. In the most advanced techniques of screen story telling and from the vantage point of his maturer years it is inevitable that there is more substance and sheer visual wonder in this production than the first possessed, great as it was in its day. In a foreword by DeMille, the point is made that the story of the Ten Commandments, timeless though it is, has special pertinency today, for its message is that of man's freedom under the laws of God, or the alternative of bondage through man's tyranny. It is, as well, an eloquent and forceful pleading for tolerance and understanding among all men.

Charlton Heston provides a superb performance as Moses, both as the victorious warrior favored by Egypt's ruler, played by Sir Cedric Hardwicke, and as the man of God chosen to deliver his people from slavery. Anne Baxter is the Egyptian princess whose love for Moses persists even after her marriage to Yul Brynner, as Sir Cedric's successor to the throne following the disclosure of Moses' Hebrew origin.

Banished from Egypt, Heston survives the desert wilderness and comes to the tent of Jethro (Eduard Franz), a sheik whose flocks are tended by his seven daughters on the slopes of Mount Sinai. He resides with them and marries the eldest, Yvonne DeCarlo, but is haunted by the memories of his people in bondage in Egypt. When John Derek,

(*Continued on page* 5)

For Better Box Office

Ask 'Drastic' Revisions in Ad Billings

Sub-Committee Tells MPA Restrictions Are Costly

By LESTER DINOFF

No program to improve box office receipts can exclude the need for an immediate and drastic revision of advertising billings, in the unanimous opinion of the advertising and publicity directors committee of the Motion Pieture Association of Ameriea. Earlier this week the group presented to the MPAA board of directors a lengthy report on "ways and means to revitalize the box offiee and promote the general welfare of the industry."

Pickman Cites 'Costly Compromise'

The committee ehairman, Jerry Pickman of Paramount Pictures, told the MPAA directors that "almost without exception, every advertising campaign today is a costly eompromise between what should be emphasized and what we are compelled to emphasize. This is due to increasingly unreasonable restrictions demanded in billings."

The sub-committee report, prepared by Gil Golden of Warner Brothers, asserted it is not possible to estimate

(*Continued on page* 4)

Reduces Films Involved In FWC-Goldwyn Suit

Special to THE DAILY

SAN FRANCISCO, Oct. 4. — Fox West Coast Theatres scored a major victory today in its defense of the multi-million dollar anti-trust suit filed more than six years ago by Samuel Goldwyn Productions.

United States District Judge Edward P. Murphy granted a defense motion for a partial summary judgment,

(*Continued on page* 6)

Martin Quigley Comments On 'Ten Commandments'

Turn to Page 4 for "The Ten Commandments," a commentary by Martin Quigley, in this issue.

PERSONAL MENTION

N. J. BLUMBERG, chairman of the board of Universal Pictures, will leave the Coast over the weekend for New York. He will sail from here aboard the "Brazil" on Wednesday on a South American cruise.

•

EMERY AUSTIN, M-G-M exploitation head, will return to New York today from the Coast.

•

D. A. DORAN, Paramount studio production executive, who returned to New York yesterday from Europe, is in Boston today and will leave there tomorrow for the Coast.

•

MILTON E. COHEN, United Artists Eastern and Southern division manager, will return to New York today from Philadelphia.

•

HERB CROOKER, of the M-G-M publicity department, will return to New York on Monday from New England.

•

VAN JOHNSON will leave here tomorrow for London via B.O.A.C.

•

BRUCE ODLUM, producer, has arrived in New York from Spain en route back to the Coast.

•

BARBARA WILKENS, assistant advertising and promotion manager of ABC Film Syndication, was married in Ossining, N. Y., to DR. VAL BLOCH.

•

LEWIS H. BLUMBERG, independent producer, and MRS. BLUMBERG are the parents of a boy born at St. John's Hospital, Santa Monica, Cal. Father is the son of NATE J. BLUMBERG, chairman of the board of Universal Pictures.

•

R. W. WIGHT, manager of the Hollywood division of Westrex Corp., has returned to the Coast from New York.

•

F. HUGH HERBERT, producer, will leave New York Sunday for Europe via B.O.A.C.

Radio Plugs for 'Shark'

"The Sharkfighters," produced by Samuel Goldwyn, Jr., and to be released by United Artists, will be spotlighted on 360 radio stations in the U.S. and Canada through a tie-in with the Ameriean Chemieal Society. The picture will be connected with a short program highlighting the U.S. Navy's battle against the shark menace.

British Public Told of Tax Situation in Ads

From THE DAILY Bureau

LONDON, Oct. 1 (By Air Mail)—The J. Arthur Rank Organisation is making use of newspaper advertising and "prestige" announcements to bring to the public's notice some of the British film industry's problems in regard to the entertainment tax.

Under attack by the industry is a proposed government bill to impose a compulsory levy on theatre owners to help support film producers. The majority of the exhibitors are resigned to some sort of levy, but objeet to the high figure the government intends to ask, on the grounds that the present entertainment tax would not allow them to also pay a high levy.

Exhibitors have suggested a tax relief to put them in a position to pay the levy for the producers. The Rank advertisements repeat this suggestion as a means for giving the industry the long term financially stability it needs to maintain "important film production."

Dallas Exchange Wins UA Drive for Bookings

The Dallas, Tex., exchange of United Artists booked the most films during the company's "UA Week Drive" in a seven-day campaign that wound up with 17,420 UA playdates arranged. William J. Heineman, UA vice president in charge of distribution, has announced.

James Clemens, manager of the Dallas branch, and the sales personnel will each receive three weeks' salary as a cash award, Heineman said. The 17,420 dates are in excess of the 14,000 domestic theatre possibilities because of many theatres playing two or more UA features during the campaign week, he said.

Clark Service Building New Albany Quarters

ALBANY, Oct. 4—Clark Film Service will transfer its shipping and inspection work for a number of distributors from quarters in the Mack Bus building at the north end of Film Row to a new structure on Shaker Rd., two blocks from the present location. Clark, which has leased 10,000 square feet of space, expects to move by Jan. 1.

The new building, now under construction, will have a special loading platform to facilitate reels' shipments.

RKO is the newest recruit to Clark Service in Albany. Others are Paramount, United Artists and Republic, plus several independents.

Report H. Warner Sold 90,550 Stock Shares

From THE DAILY Bureau

WASHINGTON, Oct. 4—Harry M. Warner sold 90,550 shares of Warner Brothers Pictures common stock in July, according to a report on stock trading by insiders issued today by the Securities and Exchange Commission.

Warner bought or was given five hundred shares in August, however, leaving his total holdings at 12,800 He holds an additional 13,700 shares in a trust.

Also at Warners, Jack L. Warner bought 500 shares in August, putting his holdings at 198,499, with 13,400 in a trust. Albert Warner sold 500 shares in the same month, bringing his holdings to 14,500, with 6,700 shares in a trust.

Rhoden Purchases Listed

At National Theatres, Elmer C. Rhoden, through holding companies, bought 4,000 shares, giving him a total of 52,525 shares held through holding companies, and 35,800 in his own name; Gregson Bautzer bought 5,000 shares of common, his total holdings; Peter Colefax bought 1,000 shares, making a total holding of 3,000; Laurence A. Peters bought 100 shares, his total holdings; and within the last year Richard W. Millar bought 1,000 shares, his total holdings.

At Universal Pictures, Decca Records bought 900 shares in August, to make a total holding of 719,485 shares. At Allied Artists, Harold J. Mirisch, through the Kenilworth Investment Co., sold 2,440 shares of common in July giving him 26,000 in the name of the investment company and 12,000 shares in his own name.

Johnston Tells Ike Of Iron Curtain Tour

WASHINGTON, Oct. 4.—Eric Johnston, president of Motion Picture Association of America, visited the White House this morning to discuss his coming tour of Iron Curtain countries with President Eisenhower.

Although Johnston is going purely on industry business, he wished to inform the President of his projected trip before leaving.

Johnston expects to leave Sunday for Budapest. After a brief stay there he will go on to Prague, and then will spend about a week in Moscow. He plans to go from there to Warsaw, returning to this country about Oct. 28. Although Johnston's initial purpose in making the Iron Curtain countries tour was to study the operation of local motion picture industries, it is believed he will also hold discussions about the possible sale of Hollywood films to some of those countries.

TENT TALK

Variety Club News

WASHINGTON — Nathan Golde International Heart Chairman of V riety Clubs International, has call to the attention of Variety Clu everywhere that the collection of co per drippings in the projection boot of the country, a measure adopt by the National Production Auth rity during the Korean War to a in the conservation of copper, still a profitable means of supp menting the Variety Heart Fund.

This measure was universally pra ticed during the war through the operation of theatres, the Inter tional Alliance of Theatrical Sta Employees and equipment hous and accumulated a sizable fund Variety charitable activities.

△

MINNEAPOLIS — Complete co eration right down the line—from film salesmen who booked the trail to the individual exhibitors w supervised the collections—has mark the 1956 Variety Heart hospital app just completed, according to J Branton, Maco vice-president chairman of the Variety Club of Northwest's collection drive.

△

NEW ORLEANS — Mrs. V liam H. Cobb and Mrs. William H day have been named the co-ch men of the newly-formed ladies xiliary of the Variety Club. Com tee heads include: Mrs. Frank L Jr. and Mrs. Samuel H. Wright, special events; Mrs. Henry G. Gl and Mrs. Harold F. Cohen, fina Mrs. G. B. Bicknell and Mrs. Joh Magendie, cerebral palsy; Mrs. J. Mabry and Mrs. Ernest MacKe publicity, and Mrs. Milton Au morte and Mrs. Daniel M. Bran ways and means.

H. L. Gilladette, 64

Harry L. Gilladette, 64, for district manager of Smalley Thea Inc., died Sept. 29 in Oxford, N He had been a patient in a nu home there since February bec of ill health. He is survived b wife, three children and six gr children.

NEW YORK THEATR

RADIO CITY MUSIC HALL
Rockefeller Center
"TEA AND SYMPATHY
starring
DEBORAH KERR • JOHN KERR
In CinemaScope and Metrocolor
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATI

MOTION PICTURE DAILY, Martin Quigley, Editor-in Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. W Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams nup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, days and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." M Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture H Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a p Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York N. Y., under the March 3,1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

PEOPLE

Joseph A. McDonald has been ned assistant general attorney of National Broadcasting Co. He ned NBC in 1931, serving in vari- s positions in the legal depart- nts until 1945. He left NBC at t time to become general counsel ABC and was elected a vice- sident of that company in 1946. 1952 he returned to NBC as treas- r, a post he has held until now.

□

Charles Schlaifer, president of the vertising agency bearing his name, s been reelected secretary-treasurer The Joint Commission on Mental ness and Health.

□

Robert E. Galen has been named ector of research and promotion RKO Television, it has been an- unced by William Finkeldey, syn- ate sales manager. Galen will be ponsible for all market research d promotional sales activities for O Television's main New York ices and its 41 field representatives. comes to RKO Television from nerican Broadcasting - Paramount ieatres, Inc. where he was director research for the ABC Film Syn- ate.

□

Vi Dane, secretary and assistant to ing Mack, of Filmack Trailer Co., icago, was guest of honor there a testimonial dinner celebrating r 20 years of service with the com- ny. Held in the company's new e motion picture studios, the party as attended by 83 employes and eir guests.

□

Phil Smith, of Boston, owner of a cuit of both hard-top and drive-in eatres, has purchased the leases on e 2,000-seat Palace Theatre, Akron, m Akron Palace Corp., for a re- rted $22,500.

Management Firm Hired To Do Company Survey

The management engineering firm Booz, Allen & Hamilton has been tained by the Motion Picture Asso- ation of America on a per diem sis to make a six months' survey the industry to streamline film mpany operations. The concern has so been retained by Loew's, Inc., conduct a four-week survey of its llywood studios to try to achieve blueprint for production economics. Booz, Allen & Hamilton was hired the MPAA following a report by e Association's sub-committee, hich has been meeting in recent eeks with representatives of man- ement consultant firms to select analyst. Loew's hired the firm to dy its production operations, the rvey of which is slated to com- nce next week.

State Aid To Develop Indian Film Industry

BOMBAY, Sept. 29. (By Air Mail). —The government of India's decision to constitute a National Film Board and a Film Finance Corporation to help the development of the motion picture industry, was announced by the Union Minister for Information and Broadcasting, Dr. B. V. Keskar, when the State awards were conferred here on the best films produced in 1955.

Keskar said that legislation was likely to be introduced in the next session of Parliament to institute the proposed Film Board and the Finance Corporation. Though an earlier proposal for such a corporation was rejected by the government in view of paucity of funds, it was later realised that the film industry, with its tremendous educative and entertainment values, should be given state aid for proper development.

The proposed board would have, as its constituent units, the present censorship organisation, a production bureau and a film institute. The institute would provide the industry with facilities for technical training.

Bradbard and Gorman In New RKO TV Posts

Max Bradbard has been named Eastern sales manager and William Gorman has taken charge of Western sales operations for RKO Television.

Bradbard, who will take over the New York headquarters, has been an account executive with the RKO Teleradio Pictures subsidiary since 1951. Gorman, who will establish his office in Hollywood, was an account executive with several tv stations owned by Teleradio.

DON'T TALK
about "Teenage Rebel"
IN FRONT OF
TEENAGERS!

There are some things better left unsaid...others that can be spoken of in whispers only!
24 hours after you see it
WE CHALLENGE YOU TO STOP TALKING ABOUT IT!

Ask Revision

(*Continued from page* 1)

the considerable cost required to purchase unnecessary newspaper space. "Even more shocking is our tremendous loss in revenue due to contractual stipulations that require devoting major areas of our advertising to non-selling and even detrimental factors. To improve this condition, special clauses having to do with matching color, weight and design of names with titles must be eliminated. Clauses specifying the position and size of likenesses must be eliminated. Credits which have no pertinence in advertising to the public should pertain solely to trade advertising, screen credit, theatre displays and 'publicity' releases. Special conditions can also be arranged for advertising appearing in Los Angeles and possibly in New York and 'home' cities where certain credits may be of some benefit to the names involved and the picture.

Object to Contributions

"Advertising heads are meeting increased resistance from exhibitors who resent contributing money to space devoted to credits which have no material box office meaning.

"The committee earnestly recommends that the President's Committee ask those responsible in writing contracts to review this serious situation. It is our hope that in the future there be individual consultation between those people and the advertising directors before agreeing to any billing demands of a special nature. It should be pointed out that in writing these contracts, they are in effect writing the advertising and determining the merchandising values of our costly campaigns," the report concluded.

Four-Point Plan Suggested

Pickman, who released the contents of his committee's report yesterday, was backed up at the MPAA directors meeting by the chairmen of other sub-committees. Paul N. Lazarus, Jr., of Columbia Pictures, prepared the report on a market analysis of the film industry and its audience and highlighted his report with four points. They are: "(1) an analysis should be quantitative as well as qualitative, factual as well as motivational: (2) the MPAA should interview and select a qualified analyst or analysts; (3) a pilot project should be undertaken to determine the feasibility of the plan, and (4) the expert should work with the advertising and publicity directors committee to determine the techniques and phrasing of questions to be asked in such a market analysis."

Prepared by Rodney Bush

Rodney Bush of 20th Century-Fox prepared the report on the Hollywood press conference. His committee's report was bolstered by statistics showing that production-distribution would have to pay $110,756 and exhibitors $61,314 in sending to Hollywood some 300 newspaper and trade press people from cities with over 100,000 population. The report also urged that the Council of Motion Picture Organizations or the MPAA should handle the details of this trip.

Phil Gerard's report on executive field trips urged meetings with publishers and editors in all exchange territories. The report urged that industry figures such as Eric Johnston, Dore Schary, George Seaton and Y. Frank Freeman and advertising and publicity executives should be among the ones to meet the press.

Tamarin Report Presented

Alfred Tamarin of United Artists reported on merchandising and promotion. His report was highlighted by a $5,000,000 national, regional, state and local giveaway contest plan which would take place in the Fall for a 12 week period. Other suggestions from Tamarin's group pertained to having the Academy Award publicity spread over a longer period, to inaugurate a premium stamp plan, and to have the MPAA employ a staff member to exploit on a day-to-day basis the numerous promotion possibilities available to the industry.

Si Seadler of Loew's, Inc., reported on advertising and recommended to the MPAA that any action by the industry be deferred until after the market research survey.

'The Ten Commandments'

A Commentary . . . by MARTIN QUIGLEY

IN "The Ten Commandments" C. B. DeMille has brought to the screen a production of massive proportions—in theme and in execution. It will establish the whole world over not only attendance records but, more importantly, it will bring to vast millions of people as a living reality an understanding of human destiny and purposes without which humanity must inevitably wander aimlessly in a morass of confusion and disappointment.

This production is the master-work of a long career of preparation and experience. It is hardly conceivable that it should have come from any source other than C. B. DeMille because probably no other person has been in a position to exert the free and untrammeled hand without which "The Ten Commandments" in its present character and scope could not have been realized.

• • •

It is a presentation of heroic mold—in characterization, drama, movement and spectacle. It is overwhelming in its histrionic impact. Its three hours and thirty-nine minutes of screen time constitute a vivid and enduring experience. As a motion picture it is in that rarified area of the stratosphere of the screen where its companions are exceedingly few. And even in that superlative company it has attributes that give it a very special place and significance.

"The Ten Commandments", while being a motion picture attraction, is at the same time something very much more than a motion picture attraction. This unique achievement has been wrought by the sagacious showmanship of DeMille, who set out to bring to mankind that message which transcends all others in its significance: It is that mankind faces inexorably the alternative of a good life under the laws of God or tyranny and oppression.

• • •

Lest anyone jump to the conclusion that "The Ten Commandments" is a preachment, he is to be reminded that despite whatever ultimate purpose and intentions were in the mind of DeMille in making this picture he is and has been all of his working life a showman—a showman superlatively equipped with an understanding that when the public comes to a theatre it is seeking to be interested and entertained. His newest production is no less an exemplification of this kind of showmanship than those that have gone before.

This production comprises a notable inventory of dramatic and pictorial values. An impressive list of personalities find themselves in an arena of competition which summons them to give the best they have. Intimate and poignant scenes are inter-mingled with broad and awesome sweeps of action and spectacle. It is, on the whole, a production which in all of the elements of popular entertainment may only rightly be discussed in superlatives.

George Bancroft Dead

SANTA MONICA, Oct. 4.—George Bancroft, long one of the industry's leading character actors, is dead here at the age of 74, following an illness of three weeks. He is survived by his widow, a daughter and son.

Consider Top Executives To Replace Arthur Loew

The board of directors of Loew's Inc., is considering a number of top industry executives and a few of its own executive personnel as successor to Arthur M. Loew as president of the production-distribution organization.

Thus far, it was reported yesterday the board has not been able to decide, despite the number of names rumored in trade circles here yesterday. The successor to Loew would assume the presidency on Nov. 1 if selected.

Roxy Prices

(*Continued from page* 1)

releasing, will be presented on a continuous and non-reserved seat basis he said. A reserved seat policy which had been under strong consideration earlier was decided against. No intermission is scheduled at the outset of the run, but the audience reaction to this particular situation "will be carefully studied for the future" Rothafel added.

The Roxy will continue its policy of presenting an ice revue with feature pictures, he said. A new show titled "Fall Fantasy" has been prepared for "Giant" performance.

Asian Reds' Opposition To U.S. Films Growing

By A. C. PINDER

TOKYO, Oct. 1 (By Air Mail)—The Communist parties of Asia have doubled their efforts against American films since the "New York Times" story last June advocating Western pictures and jazz music be used as a tool in the cold war.

The Leftists have succeeded in several Asian countries in influencing government decisions. For example in Burma the banning of "Violent Saturday" has been followed by a ban on "Jack Slade."

India's government has been urged by the Health Standing Committee of the Calcutta Corp. to ban films from America as harmful to the character of youth." They charge that films like "The Seven Year Itch" would "bring about moral degradation among young men and women" and added that "American films are intended to breed hatred against particular nations, to incite violent passions, to teach gangster techniques and most harmful of all, to produce unhealthy sexual excitement in the adolescent." These above reasons cited are just about word for word with the Communist Party line on American motion pictures.

Several newspapers in Bangkok, Thailand, have also fallen in line with the Communist line. The Bangkok "Sathienraphat" says American films mislead the young and injure Asian culture in that they "show too much fights, murders, sex orgies and the like."

DeMilleMagic Proved Again

By WILLIAM R. WEAVER

HOLLYWOOD, Oct. 4 — Four mes before now in as many dis-guished decades Cecil Blount De-lle has blent scripture and spec-le magnificently. There was the t "Ten Commandments," there s "The King of Kings," there was he Sign of The Cross" and there s "Samson And Delilah." It has ved in all times a magic blend, ndrously received and richly re-rded by the multitude, world ound. Monday night in Hollywood, der the severest test it will en-unter, it proved its magic again.

'Sincerest Applause'

Monday night the new "Ten Com-ndments" was screened for trade-ess reviewers at the Paramount udio in the projection room where, long months of closeted considera-n, its original 1,000,000 feet had en trimmed to 19,710. By explicit struction of the producer-director o had spent more than $13,500,000 make his production perfect, a udio that commonly surrounds with owmanly ceremonies a film costing per cent as much was required to reen this one cold. It had been ade, its makers said, to stand alone fore all audiences everywhere, the gh and the mighty, the lowly and e meek, in luxurious lounge seat d a-squat on bare hills in jungle earing. He wanted to know it could nd alone before the hard eyes of ese trade-seasoned men and women, t unanimously DeMille-minded, d he found out that it could. They ld him so in the language of sheer ence, 219 minutes of total, rapt ence—the sincerest applause of all.

Benefit of Time Apparent

As the great story of Moses began unfold on the familiar studio reen, for the second time in the es of most journalists in atten-nce, there came into recognition an vareness of things that time hath rought. Time has given VistaVision nd Technicolor as new and superior ols for the hand of a DeMille hose first "Ten Commandments" is ade now to seem merely to have recast his second. And time has ven the DeMille of the two "Ten ommandments" a firmer hold, a roader concept, a far deeper fervor. till supreme among his fellows in e staging of Bacchanalia, and still xpert in the marshaling of magnifi-ence in support of flat dialogue, he eems to have gained in the years etween then and now a finer feeling r his subject, a stronger talent for s treatment and a profound knowl-dge of its importance.

DeMille asks in his foreword, "Are en the property of the state or are ey free souls under God?" He says, This battle continues today through-ut the world." His picture will be force of heroic proportions in that attle until it is won.

The Ten Commandments

(CONTINUED FROM PAGE 1)

as Joshua, escapes from the Egyptian copper mines and comes at last upon Heston, the latter responds to his urgings after God's message is given to him from the Burning Bush on the mountainside. Moses returns to Egypt and when Rameses defies God His punishments come upon Egypt. Finally in an attempt to save his son, Rameses orders the Israelites from the land.

The Exodus begins and it is a spectacle of thousands of people, animals, fowl, conveyances, sights, sounds and confusions, spreading out across the desert. Nefretiri (Anne Baxter) taunts Rameses because he has been bested by the "God of the slaves" until in anger he calls up his warriors and pursues the Israelite tribes, coming upon them at the shores of the Red Sea where the Pillar of Fire bars the pursuers until the sea has opened and made a path for the fleeing Israelites. When they have reached the opposite shore and the barrier of fire has disappeared, Rameses' warriors continue their pursuit and the waves of the sea close over the Egyptians.

Moses leads his people to the slopes of Mt. Sinai and going alone to its upper reaches, after 40 days sees spelled out in fire on the mountain side the Ten Commandments. Returning to his people he finds them given over to debauchery and idolatry. He calls upon them to choose between God and sin, and the unrepentant are destroyed.

The miracles are visually credible, expertly done technical feats. The difficult staging of God's Words being given to Moses has been accomplished with dignity, even reverence, by means of an off-screen voice and visually by atmosphere effects—lightning, thunder, swirling clouds and flame.

In addition to the pertinent books of the Old Testament, DeMille went to a number of works by theologians and historians for his source material. The screen writing credits go to Aeneas MacKenzie, Jesse L. Lasky, Jr., Jack Gariss and Fredric M. Frank. Much of it is imaginative, filling in interludes in Moses' earlier years about which little is known.

Performances are all of a high order, through major roles to bit parts. Edward G. Robinson as the conscienceless Dathan is memorably evil. Martha Scott as the Israelite mother of Moses, Nina Foch as his royal Egyptian foster-mother, and Judith Anderson as the latter's servant who alone shares her secret that Moses not only is not her son but was born of Hebrew slaves, give fine performances. Ian Keith is good as the old pharaoh, as is Vincent Price as a despotic Egyptian overlord. Debra Paget is memorable as the slave girl beloved by Joshua but despoiled by Price and Robinson.

Others in the huge cast include John Carradine as Moses' brother; and Douglass Dumbrille, Henry Wilcoxon, Donald Curtis, H. B. Warner, Olive Deering, Julia Faye, John Miljan, Joan Woodbury and many others in supporting roles.

The technical and crafts contributions to the success of the production are considerable, especially the photography, directed by Loyal Griggs; the Technicolor, for which Richard Mueller was consultant; the special and process photography, costume, sets, properties and makeup. Sound recording and effects, too, are superb. In short, every care that could be exercised to make this production superior in its every department has been taken. It is indeed the master work of a master craftsman. DeMille's production associate was Wilcoxon.

Not to be ignored are the many recognizable DeMille "touches" throughout. His flair for employing to effective advantage the lavish and spectacular is never absent from the screen for long. It is expressed in hordes of extras as Israelite slaves building the Pharaoh's city of Goshen; in the Exodus and pursuit previously referred to; in the impressive staging of the miracles; in the authentic exteriors, in the reproduction of ancient Egyptian palaces and the ceremonies therein, and in the scenes of abandon that brought death to idolaters at the foot of Mt. Sinai. There has been no dulling of the justly famous DeMille showmanship.

Finally, it needs to be reported that despite its unusual length, the picture is not lacking in sustained interest. Like all superior pictures its length fades into insignificance alongside its compelling story.

Running time, 219 minutes. General classification. Release, special.

SHERWIN KANE

CECIL B. DeMILLE, producer and director of "The Ten Commandments," reviewed in adjoining columns, regards the work as the greatest human story encountered in his 43 years of picture making. It is, he believes, of special significance to today's world.

SMPTE Meet

(*Continued from page 1*)

the equipment exhibits and the presentation of Society awards. Papers on the principles and applications of transistors in motion pictures and television equipment will be read for the first time at an SMPTE convention.

Other highlights of the technical meetings will be the first reports on the Ampex Videotape Recorder, a tour of the NBC color tv studios in Burbank, and a field trip to the U. S. Navy Electronics Laboratory at San Diego.

Dr. John G. Frayne, president of SMPTE, will convene the gathering at a Monday luncheon. George Sidney, president of the Screen Directors' Guild, will be guest speaker. Results of the SMPTE national election are scheduled to be announced at that time.

Ohio ITO Will Honor Martin Smith at Dinner

COLUMBUS, Ohio, Oct. 4 — A testimonial dinner honoring Martin Smith's 43 years of service in the film industry will replace the traditional annual banquet of the state convention of the Independent Theatre Owners of Ohio at the Deshler-Hilton Hotel here Nov. 13, it was announced by Robert Wile, secretary of ITO of Ohio.

"Martin Smith has just relinquished another of his theatres," said Wile, "and members of the association felt they wanted to felicitate him while he is still in business. He declined the honor of a dinner in Toledo, his home city, believing that having it in conjunction with the state convention would be a good idea, organization-wise." Smith is past president of the Ohio association.

FWC-Goldwyn

(*Continued from page 1*)

which reduces from 26 to six the number of films on which Goldwyn may seek damages. The court further held that whereas the original suit sought damages for films made as far back as 1937, the statute of limitations eliminates all disputed movies made prior to May 16, 1947.

Trial to start Monday

After many delays over the past six years the case will finally go to trial here on Jan. 7.

In his ruling Judge Murphy held that the statute of limitations was not suspended as the result of the Government suit against Paramount which was tried in New York. In effect the court ruled that most of the Goldwyn claims do not fall within the illegalities which were established in the Paramount case.

Arguments Entered Last July

Arguments in the summary judgment on which today's ruling was based were made before the judge last July. The successful Fox motion was argued by attorney Arthur Dunne while Joseph L. Allioto represented the Goldwyn firm.

Among the disputed films was "The Best Years of Our Lives" and for which, Judge Murphy ruled Goldwyn may seek damages based on the regular release.

REVIEW:

The Search for Bridey Murphy

Paramount—VistaVision

REINCARNATION THEORIES and the potentialities of hypnosis are explored in this eerie film adapted from the best-selling book by Morey Bernstein, which purported to tell the story of a present-day Peublo, Colo. housewife, Ruth Simmons, who regressed under hypnosis to another year (1806) another place (Ireland) and another personification (one Bridey Murphy, who was supposed to have lived from 1798 to 1864.)

Those audiences who will not take the theories expounded seriously ought to have a good time at this in the same manner that they enjoy a science fiction film. Teresa Wright gives an arresting performance as Ruth Simmons, who under the spell of a businessman-turned-amateur hypnotist, played very well by Louis Hayward, speaks with a lilting Irish brogue, uses old-time idiomatic expressions, and refers to persons and places and events in long-ago Ireland, specifically Belfast and Cork.

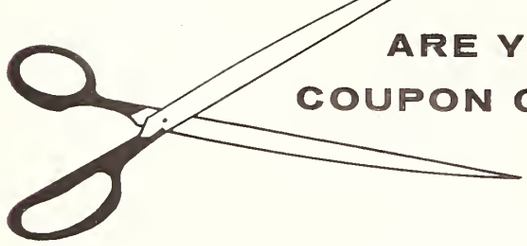
Hayward as Bernstein speaks to the audience on a sound stage at the film's beginning and end. In the epilogue he refers to the psychiatric explanation for the strange events, which is faulty telepathy between Ruth's subconscious and his.

On hand lending competent support are Nancy Gates as Hayward's wife, whom he cures of her headaches by means of hypnosis; Kenneth Tobey as Miss Wright's harried husband, and Richard Anderson as a young doctor with an exploratory mind. The sequences in 19th century Ireland involving Bridey are pleasantly scary and atmospheric in their antique way, and Miss Wright and Hayward do much to keep the doings on an appropriately tense level with their realistic acting, especially toward the end when it looks for a minute like Miss Wright can't get back to 1956. Note: she does.

The film is in VistaVision, and was produced by Pat Duggan and directed by Noel Langley from his own screen play.

Running time, 84 minutes. General classification. For October release.

LAWRENCE J. QUIRK



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There are various types of coupons. The one below suggests a good investment, too. Smart showmen who clip this particular coupon are taking a short-cut to an investment that pays dividends in perfect sound, satisfied patrons, and vanishing service worries.

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ALTEC SERVICE COMPANY

a Division of ALTEC COMPANIES, INC.

161 Sixth Avenue
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ALTEC SERVICE CORPORATION
161 Sixth Avenue • New York 13, N.Y.
Please have an ALTEC representative call, without obligation, to inform me about your service contract.
Also please mail copy of booklet—
THE ALTEC SERVICE STORY.

Theatre

City and State

Ask for

Writers Guild Amazed At Todd Credit Action

From THE DAILY Bureau

HOLLYWOOD, Oct. 4 — Officials of the Writers Guild of America, west, have expressed "amazement" that Mike Todd, after requesting an arbitration hearing on screenplay credits for his "Around the World in 80 Days," is planning to flout the ruling on it. The guild's arbitration committee decree is "Screenplay by James Poe, John Farrow and S. J. Perelman." Todd, it is reported, intends to give Perelman sole screenplay credit.

Suggests 'Jules Verne' Influence

"In the first place," said Ed North, president of the Screen Writers Branch of the guild, "the system of arbitration, which protection Todd himself sought, is so impartial, and so well recognized for its fairness, that no producer has refused to abide by it since 1940. In the second place Mr. Todd's account of the circumstances surrounding the writing of the screenplay, as he is quoted in the trade papers, is so completely at variance with the facts as to suggest he is getting a little of a Jules Verne touch of his own.

"He has already been notified that he will be placed on the list of unfair producers if he persists in this stand, and has also been called to attend a guild grievance committee meeting on the matter to be held Oct. 8. In the meanwhile the Screen Board will consider further action at a special meeting tomorrow."

RKO and MB

(*Continued from page 1*)

tures presidents John B. Poor a Daniel O'Shea, will have RKO st and contract personnel available MBS programming appearances. It v also permit MBS broadcast adapti of vast amounts of story material RKO library shelves, make RKO's branch office managers and its overseas office facilities available MBS for station relations, sales, s service, news and program liaison p poses and permit more close pro tional and exploitational tie-ins tween RKO and the Mutual netwo

Points to Present Liaison

O'Neil cited the fact that RKO dio Pictures' field managers alre function as liaison contacts for R Television's rapidly expanding act ties.

"We know," he said, "that th people are fully aware of the probl unique to supplying films-for-tv had experiences with network ra when we introduced 'The Conque last winter. To integrate them e more closely into our family of al entertainment companies and divisi is, accordingly, a logical furthera of already proved capabilities."

He said the field representatives located in the country's primary n ket areas and are continually in to with MBS station owners and ma gers in their respective districts. addition, he pointed to the fact motion picture firm's overseas fa ties will permit an even greater br ening of news and news features tivities for which Mutual already joys an enviable reputation am listeners.

Sees Great Benefit to Network

Use of RKO stars and contract p ers plus availability of back-log RKO story material would further hance Mutual's position in the hig competitive network broadcast fi he said.

Mutual's seven owned radio and five tv stations, operated by Gen Teleradio, are also to be integr into this plan. Facilities in New Y and Los Angeles, particularly, l been expanded in recent months be to serve both the network and F Television.

Poor reported yesterday he me Chicago Monday with members of Mutual Affiliates Advisory Commi where the new coordination and i gration plan was outlined. As a re he said, the group asked for indefi postponement of the effective (Nov. 1) of the new MBS-affili contract pending further study. network agreed to this, he said.

Promotional Value to Films

O'Shea pointed out the coordina would provide "incalculable" ben to his motion picture firm in hel to promote and publicize soon-to released films. One of these, "Bu of Joy", stars Eddie Fisher, who ready has his own program tw weekly on Mutual.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 80, NO. 69 NEW YORK, U. S. A. MONDAY, OCTOBER 8, 1956 TEN CENTS

EDITORIAL

ompo Financing

By Sherwin Kane

HE decision of the Motion Picture Association of America board of directors last week not commit itself to payment of an ditional $50,000 into the treasury the Council of Motion Picture ganizations at this time and not commit itself in advance to a 50,000 payment for COMPO's next al year is understandable, how-r disappointing it may be to MPO adherents.

The MPA directors instead re-ed their willingness to match ex-itor contributions to COMPO's asury on a dollar for dollar basis. While the all-industry organiza-n's effectiveness remains limited by obvious limitations in both staff activities imposed upon it by its nd-to-mouth fiscal existence, the t way of remedying the situation not necessarily that of increasing MPO's financial dependence on one class of members.

There are other and fairer ways. For example, there is the proposal eady being explored by COMPO extending and increasing its mbership.

Such a proposal should include a edule of dues for the newcomers igned to finance future projects of ect benefit to them.

In addition, all COMPO dues ould be commensurate with the nefits derived by members from organization's achievements. Par-pants in the Audience Awards, for mple, should be willing to make ra contributions, as should those atres which have already bene-d from COMPO's tax exemption mpaigns, and those theatres which pect to benefit in the future.

COMPO would be well financed every member paid his fair share. Let that be remembered as the rent COMPO dues drive continues.

Television Today

IN THIS ISSUE **PAGE 14**

- **Spotlighting the news in Television Today—A concise and informative summary of the week just concluded.**
- **Passing in Review—The high spots—and the low spots—in the programming week.**
- **Who's Where—Personnel shifts with the sands of time.**

MPAA Board Will Continue Ad-Pub Talks

Further discussions on the Advertising and Publicity Committee's report on "ways and means to revitalize the motion picture boxoffice" will take place tomorrow at a special meeting of the board of directors of the Motion Picture Association of America here.

Jerry Pickman, Paramount Pictures vice-president who is chairman of the advertising-publicity group, presented a completed report to the directors at their meeting last week. The report went into details on such proposals as an industry market survey, a Holly-

(*Continued on page* 13)

Theatre-After-TV Test By Selznick in Frisco

From THE DAILY Bureau

HOLLYWOOD, Oct. 7—A head-on battle with the television medium, to test directly and under laboratory conditions, whether films shown on television can be profitably exhibited in theatres, will be waged in San Francisco by producer David O. Selznick and exhibitor Mauri Schwarz.

The latter will book the former's "Intermezzo" and "Bill of Divorcement" into his art theatre as a double

(*Continued on page* 13)

Talks Underway Here On New TOA Executive

Theatre Owners of America has talked with a number of top management consultant concerns here about securing an executive director, it has been reported.

The consultations took place last week when Herman M. Levy and Walter Reade, Jr., the TOA committee, held a number of preliminary meetings with several management concerns.

TOA's program for the coming year is highlighted by the fact that president Ernest Stellings has given Reade and Levy "carte blanche" to go ahead in securing an executive director for the association.

TOA's last executive director was Gael Sullivan, who resigned over three years ago.

MPEA Divides Import Licenses for Belgium

The Motion Picture Export Association has agreed upon a division of import licenses, 258, for the Belgian market for the period of March 1, 1956, through Feb. 28, 1957, it was announced in a statement issued here at the weekend.

Under the agreement Columbia receives 30 licensees; Loew's, 41; Paramount, 27; RKO, 22; Republic, 18; 20th Century-Fox, 34; United Artists,

(*Continued on page* 13)

At Ambassador Hotel

SMPTE Begins 80th Meeting In L. A. Today

Frayne to Discuss Current State of Film Technology

LOS ANGELES, Oct. 7—The 80th convention of the Society of Motion Picture and Television Engineers gets underway here tomorrow at the Ambassador Hotel with a "get-together" luncheon in the Embassy Room at 12:30 P.M. Dr. John G. Frayne, president of the society, will discuss "the current status of motion picture technology" and will introduce George Sidney, president of the Screen Directors' Guild, who will be the guest speaker. Results of the national Society elections will also be announced.

The registration desk in the Ambassador Lobby will open at 2:00

(*Continued on page* 9)

Say Loew's Resignations Involved TV Film Policy

The Oct. 17 meeting of Loew's board of directors is scheduled to act on the resignations which have been submitted by board members Paul D. Mannheim of Lehman Bros. and Charles J. Stewart of Lazard Freres, as well as on the resignation and possible selection of a successor to Arthur Loew as president.

Widely circulated trade reports at-

(*Continued on page* 6)

Phila. Honors DeMille At Luncheon Today

Special to THE DAILY

PHILADELPHIA, Oct. 7.—Cecil B. DeMille will be honored here today as the producer-director of "The Ten Commandments" at a luncheon at the Barkley Hotel, to be attended by 100

(*Continued on page* 6)

SMPTE 80th CONVENTION

SECTION BEGINS ON PAGE 9

PERSONAL MENTION

MILTON R. RACKMIL, president of Universal Pictures, returned to New York over the weekend from the Coast.

•

HARRY C. ARTHUR, JR., president of Arthur Enterprises and head of the Southern California Theatre Owners Association, returned to St. Louis over the weekend from New York.

•

DINO DE LAURENTIIS left New York at the weekend for the Coast.

•

BUD ABBOTT and LOU COSTELLO are in New York from Hollywood.

•

LEON LEWIS, pianist and composer, has been elected to membership in the American Society of Composers, Authors and Publishers.

•

JEAN GOLDWURM, president of Times Film Corp., and MRS. GOLDWURM will return to New York today aboard the "Liberte" from Europe.

•

LARRY DAVEE, sales manager of Century Projector Corp., has returned to New York from Niagara Falls.

•

ARMAND DEUTSCH, producer, will arrive in New York next Monday from the Coast.

•

WILLIAM CAMPBELL, advertising manager of "Cosmopolitan Magazine," returned to New York over the weekend from Miami.

•

CECIL PARKER, British actor, has arrived in New York from London via B.O.A.C.

To Honor Clagett; Name New Ad-Pub Chairman

The full membership of the Advertising and Publicity Directors Committee of the Motion Picture Association of America will meet on Thursday at the Harvard Club here to elect a new chairman and to honor Manning (Tim) Clagett of the MPAA, who is leaving for Washington to assume new duties with the Association there.

The luncheon meeting, called by chairman Jerry Pickman of Paramount Pictures, will also take up the scheduling of screenings for the overseas, lay and trade press.

Pickman will also report on the MPAA board of directors' reactions to the committee's extensive work on ways and means of boosting the box office.

Film Industry Needs Name-Players: Schnee

From THE DAILY Bureau

HOLLYWOOD, Oct. 7—The film industry today is suffering from an unprecedented dearth of name-players, and it is up to the nation's exhibitors to step out and cooperate in the selling and exploiting of new screen faces, declares moviemaker Charles Schnee.

"Hollywood has discovered and developed a wealth of new performing talent in recent years, as has tv, but with both mediums absorbing so much of it, we are faced with an acute shortage of name-players, and consequent delays in production," said the MGM producer.

"Our current practice in the industry generally is to load our supporting casts with competent and promising unknowns whenever possible, and this policy must be pursued with even greater vigor if we are to lick the talent problem.

"In addition, however, we must have the cooperation of the country's theatre-operators. They will have to get out and help sell the new faces to their patrons as fast as we are able to introduce them on the screen."

Schnee currently is winding up production of "The Wings of Eagles," starring John Wayne under John Ford's direction, and is readying as his next MGM assignment the James Michener South Pacific saga, "Until They Sail."

In all his upcoming current-season productions, Schnee said he would feature new faces whenever possible in supporting roles.

Farnum Heads Extras; Is Successor to Gordon

From THE DAILY Bureau

HOLLYWOOD, Oct. 7—The board of directors of the Screen Extras Guild has announced that Franklin Farnum, first vice-president since 1948, will succeed Richard Gordon, who died Sept. 20, as president of the organization.

Columbia Dividend

Columbia Pictures Corp. has announced that the Board of Directors at a meeting Friday declared a quarterly dividend of $1.06¼ per share on the $4.25 cumulative preferred stock of the company, payable on Nov. 15 to stockholders of record Nov. 1.

Named SCTOA Counsel

LOS ANGELES, Oct. 7 — The Southern California Theatre Owners Association on Friday announced the appointment of Oscar R. Cummings, Beverly Hills attorney, as general counsel.

New Acting Workshop Formed in Hollywood

From THE DAILY Bureau

HOLLYWOOD, Oct. 7 — Green-Rouse Productions, headed by Clarence Greene and Russell Rouse, has formed a motion picture acting workshop to "foster new personalities and discover potential new stars." To be called the Greene-Rouse Players, the group will include both professional and non-professional players. It will work under the direction of Rouse and Winston Jones.

Candidates for the Players are carefully selected, and the membership of the group will be augmented from time to time. It is the intention of Greene-Rouse to utilize members of the players in both major and secondary roles in their recently announced multiple-picture deal with United Artists.

Fox Seen Preparing For Mag-Optical Print

Earl I. Sponable, director of research for 20th Century-Fox, said in New York Friday that reducing the CinemaScope aspect ratio to 2:35 to 1 from 2:55 to 1 could be regarded as one of the preparations for the adaptation by 20th-Fox of the mag-optical print. A recent directive to all 20th-Fox exchange managers said that beginning with "Bus Stop," all of the company's CinemaScope pictures were being photographed for projection at 2:35 to 1, instead of 2:55 to 1.

It is understood that for some time the majority of exhibitors have been projecting CinemaScope product at the 2:35 to 1 ratio anyway. Sponable reported that the company is continuing its study of the proposed mag-optical print and has at present several such "prototype" prints being tested in various locations. Reduction of the picture frame size on the CinemaScope print also leaves more room for the sound tracks, he said.

Galaxy of Celebrities To Attend 'Giant' Bow

A large crowd of celebrities will gather at the Roxy Theatre here for the world premiere of George Stevens' production, "Giant," from the novel by Edna Ferber. "Giant" star Rock Hudson, Stevens, Noel Coward, Perle Mesta, Oscar Hammerstein II, Sharman Douglas, Conrad Hilton, Alfred G. Vanderbilt and Prince Michael Evlanoff head the list of Hollywood luminaries and New York entertainment, civic and society leaders who will be on hand. The premiere is being held for the benefit of Muscular Dystrophy Associations of America, Inc.

Europe Film Pool Mulled

By DR. ARGEO SANTUCCI

ROME, Oct. 4 (By Air Mail).— European countries are taking st toward forming a film pool for th common market, the ANSA ne agency has reported. Italy, Fran Germany, Belgium, Netherlands a Luxembourg are the nations maki the proposal.

The main purpose of the propos pool, besides the circulation of indiv ual films, would be to provide comm capital and production facilities co-production pictures between two more countries, the news agency sa

The subject was jointly discussed the six countries in September, and agreement is reported as having be sent to the governments for approv

Export Regulations a Problem

A major problem that will have be resolved by the pool members v be the equalization of customs a tariff regulations on film products a a unification of financial regulatic for the import and export of forei pictures.

At present, Italy has no financial strictions or quota limitations on imports and on foreign pictures p duced in Italy by the other five co tries in the proposed pool. The oth have differing restrictions which v have to be brought together for suggested organization, ANSA said.

Joins Corwin Circuit

LOS ANGELES, Oct. 7 — Sher Corwin on Friday announced t Ralph Carmichael, veteran distribu and recently film buyer for the St ley Warner Southern California th tres, will join his Metropolitan Th tres circuit on Monday.

HAWAII HOLIDAY!

7 days —$469.50 from New York, plus tax, including hotel and air fare

Fly United DC-7s, world's fast est airliners, ALL First Class or DC-6Bs, ALL Air Coach 2-abreast seating comfort on a Mainliner® flights.

UNITED AIR LINES

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The story of
a man like SHANE
with the suspense
of HIGH NOON
with real plot,
real dialogue
and real people...
A new and different
kind of motion picture
attraction for any
theatre's best playing time

KO RADIO PICTURES PRESENTS

TENSION AT TABLE ROCK"

STARRING

RICHARD EGAN
DOROTHY MALONE
CAMERON MITCHELL

Screen Play by WINSTON MILLER
Produced by SAM WIESENTHAL
Directed by CHARLES MARQUIS WARREN
Music by DIMITRI TIOMKIN

TECHNICOLOR®

RKO RADIO PICTURES

NOTHER PROFIT SHOW FROM THE NEW RKO

Motion Picture Daily Feature Review

Tension at Table Rock

RKO Radio

RICHARD EGAN is All-Man (red-blooded); Dorothy Malone is All-Woman (hot-blooded); and Cameron Mitchell is her sheriff husband (half red-half-yellow-blooded). It's a lively Western (in Technicolor and wide-screen) and it's a lively triangle. A triangle with a difference, however, for cowardly Mitchell is let off on one of those psychological explanations that pervade even 1870 Westerns these days; what's more he gets to keep Miss Malone. Honor does it with these people.

Miss Malone loves Egan, an adventurer, who wanders into a Western town and decides to help sheriff Mitchell redeem himself with the disgusted townspeople, who are getting fed up with the latter's defections from upholding the law because of his cowardly fear of the fierce cattlemen who shoot up the town intermittently.

It develops, however, that the lady feels more maternal toward her husband than she does amorous toward the newcomer, and Egan, an honorable fellow who is not the kind to quarrel with a lady's decision in these matters, rides off into the sunset—alone. The over-all emotional effect tends to be synthetic but good performances redeem the total.

There are assets to sell here and exhibitors will know how to sell them. Some good support is forthcoming from John Dehner, Angie Dickinson, Billy Chapin and others. Egan gives one of his best performances to date; Miss Malone adds to her gallery of intense portraitures, and Mitchell, despite the weakness inherent in his character as written, elicits some sympathy as the sheriff.

The color and wide-screen effects have been done up professionally, and Winston Miller's screen play has been directed with a taut-wire economy of effect by Charles Marquis Warren. Dimitri Tiomkin's atmospheric music is perfectly in keeping with the goings-on, which include a goodly share of high-powered action. Frank Gruber was author of the original novel, "Bitter Sage." Two songs, "The Ballad of Wes Tancred," with music by Joseph Myrow and lyrics by Robert Wells; and "Wait for Love" with music by Tiomkin and lyrics by Ned Washington, are fitted neatly into the plot.

Running time, 93 minutes. General classification. For October release.

LAWRENCE J. QUIRK

Man from Del Rio

UA—Jacks

HERE IS a tight story of gunfighters, well-conceived, well acted, and, within the limits of its rather worn story, well executed. As marquee attractions it has Anthony Quinn in a generally excellent performance and Katy Jurado who is remembered for her supporting role in "High Noon" and who has gone on successfully from there.

Quinn is gunfighter, best in his time and place, but made so, the dialogue makes clear, only from the necessities of personal revenge. He follows his personal enemy, a gunfighter about to become an ex-, to the sleepy town of Mesa, operations headquarters of Peter Whitney, a retired alive gunfighter who hopes by gathering together a number of younger guns to control the town and the area.

Quinn's proved speed on the draw attracts Whitney to him, but his native decency makes him reluctant to join Whitney's crew. Besides, there is Miss Jurado, nurse in the local doctor's office. Instead he accepts an offer from the town fathers to become sheriff with the sole aim of ridding the town of Whitney and his ruffians.

After the prescribed doses of fighting, both fist and gun, drinking, and conflict, Quinn fulfills his assignment with a supreme gesture of bravery and all is well again in Mesa.

In addition to tight and straighforward direction by Harry Horner, the picture has competent acting by the two stars as well as the supporting cast, and excellent editing. Credit for good production goes to Robert L. Jacks.

Running time, 82 minutes. General classification. For October release.

—J.D.I.

Odongo

Warwick-Columl

HOLLYWOOD, OCT

AFRICA AND ITS animals have been making money far too long—Pau Rainey, Martin Johnson, name your own—for anybody in show busin to question seriously the box office merit of any picture that shows and them to advantage. Many pictures have gone forth and done v with no more than these to give the customers for their money, the measure of their success is not to be accepted as the measure this picture's potential. For "Odongo" is equipped with the names a presence of Rhonda Fleming and Macdonald Carey, on the human si and with the technological advantages of CinemaScope and Tech color, in addition to its full and finely photographed complement jungle animals. Under all this billing, "Odongo" figures to live up all of its illustrious predecessors in the earnings department.

The matter of first interest in a subject of this kind is, of course, animals and the manner of their handling. This picture shows as m as any, probably more, and shows them very well, in number, in s in the distance, in close shots, and its story treats the animals as hav their own rights to life and liberty, with the exception that trapp some of them for zoo and circus careers is an honorable profession. this is handled in okay fashion from the child-audience point of vi which is of course the point of the population compass from which biggest attendance is to be expected to come. (There is some shoot of crocodiles in the melodramatic finish, but this is for life-saving p poses only.)

In the story by Islin Auster and script by John Gilling, Carey ena a Kenya trader in animals who resents the appearance on his staff a woman veterinary (Miss Fleming) replacing a man and determines replace her with another man as soon as possible. Naturally (this foreground story is designed principally to support the African anim in the all-important background) he does no such thing, but falls love with her, as she does with him, in the course of assorted adv tures that include several actionful episodes the youngsters are s to accept as appropriate to the time and terrain. They are likely to t well, likewise, to Juma, who plays Odongo, the native boy whose na somewhat singularly, gives the picture its title.

Irving Allen and Albert R. Broccoli, the partnership known as W wick Productions, are down as executive producers of "Odongo," v Auster, mentioned above as author of the story, credited as produ and Max Varnel as associate producer. Screenplaywright Gilling directed.

Running time, 84 minutes. General classification. November release

W. R.

Reprisal

Lewis Rachmil—Colum

AFTER TRYING his hand at straight dramatic pictures in an effort to bi "out of type," Guy Madison comes back to the Westerns which origin brought him into popularity and turns in a pleasant performance a "different" kind of Western hero. Discarding the character of Wild Hickock he plays the role of a not-so-self-confident-or-invulnerable r trying to hide his part-Indian parentage in order to live as a white ma a town seething with prejudice and violence against the Redmen.

The direction by George Sherman and photography by Henry Freu are outstandingly good, and the musical score, conducted by Mis Bakaleinikoff, is also out of the ordinary.

If anything is faulty, it's the usual cheerful ending which finds hero heroine riding off together into the sunset. The heroine in this cas Felicia Farr as an outspoken foe of Indian prejudice who succumbs t herself when she believes Madison spent a night with pretty In "squaw" Kathy Grant. Both discover their own and each other's w nesses and lies at the climax of the film when the town mob tries to ly Madison, and they reject each other. For the best and logical dram effect the film should have ended in that tone.

Running time, 74 minutes. General classification. For November rele

GUS DAI

WOMAN'S HOME COMPANION

Survey showed 31 per cent went to the movies because of TRAILERS!

Average daily cost less than one admission ticket!

SINDLINGER

Survey showed 34.2 per cent went to the movies because of TRAILERS!

Average daily cost less than one admission ticket!

NATIONAL THEATRES CIRCUIT IN 21 STATES

Survey showed 43 per cent went to the movies because of TRAILERS!

Average daily cost less than one admission ticket!

Trailers—

Showmen's Socko Salesmen!

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

Loew Officials

(*Continued from page 1*)

tributed the resignations to differences over policy concerning disposal of the M-G-M film backlog to television.

Directors representing the Wall Street brokerage firms have favored an outright sale of the films from the beginning, arguing that the more favorable capital gains tax which would apply gave the company a financial advantage greater than any to be realized from other methods of leasing the films for revenue taxable as income. The latter method was favored by Loew and has been entered upon by the company.

Report Schenck Opposed

The trade also heard reports that Nicholas M. Schenck, board chairman, has been opposed to both procedures for handling the backlog. Company officials, however, either could not be reached for comment or declined to make any statement.

Difficulties in controlling studio expenditures and operations, acording to some, have also figured in the resignations.

Meanwhile, there was no lessening of speculation within and outside the trade over Loew's successor. Literally scores of names have been thrown into rumor channels but none has stood up under careful checking with authoritative sources.

Loew's sources insist no decision has been made and point out that the Loew resignation is not effective until Nov. 15.

RKO Ups Advertising To Tell of 17 Films

An accelerated program calling for 17 major productions from late 1956 to early 1957 from RKO Radio Pictures has resulted in a stepping up of its trade paper advertising, Walter Branson, vice-president in charge of world wide distribution, has announced.

The increased schedule was led off by a three-page, two-color institutional product ad currently running in all the daily and weekly trade publications, he said, listing the 17 pictures and their top credits.

Suggests TV Setup

OTTAWA, Oct. 7—Former technical consultant to the National Film Board of Canada, O. K. Kendall, of Ottawa, told the Royal Commission on Broadcasting here that Canada's tv objective should be six commercially-supported national networks, with Canadian Broadcasting Corp. programs being released successively over each network.

See it in action, the Miracle
PRESTO-SPLICER
"Butt-Weld" splices 35 or 16 mm (Polyester Photographic film)—NO CEMENT, NO OVERLAP, NO LOST PICTURE—in 2¾ seconds!
Booth 35

REVIEW:

The White Squaw

Wallace MacDonald—Columbia

DAVID BRIAN plays a distinctive Western villain in "The White Squaw," a completely black character quite the opposite of the type he plays as that of "Mr. District Attorney" in the tv film series. He hides that identity behind a bushy mustache and a Norwegian accent to be an effectively ruthless ranchman bent on driving the Sioux off of the grazing land which the government has alloted for an Indian reservation.

The script by Les Savage, Jr., from a novel by Larabie Sutter, provides much opportunity for Brian to exercise his new personality with convincing forcefulness. He poisons Indians, incites lynchings and speaks harshly to his grown sons with equal impartiality. This Western gains a certain quality of uniqueness in concentrating its focus on the villain. The hero, William Bishop, takes third billing in the credits after Brian and May Wynn, the white squaw, a white man's daughter brought up by the Sioux after her father deserted her Indian mother.

Bishop is a cowman who comes into the region to sell a herd of cattle and befriends the oppressed Indians—more specifically, Miss Wynn. She wants to buy the cattle for the Indians. Brian tries to discourage him, and there follows another feature unique to Westerns: the hero is beaten by the villain in a fair, two-fisted saloon brawl, which ends with Bishop being pitched through the plate glass window.

Bishop vindicates himself with other heroics, however, before the film runs its course, and Brian proves that it's no shame to lose to him in single combat as he, Brian, single-handedly and afoot, later destroys an entire Indian village.

Justice ultimately wins out with the white squaw's white heritage established and the return of friendly feelings for the Sioux after Brian's death. Ray Nazarro directed and Wallace MacDonald produced.

Running time: 75 minutes. General classification. For November release.

G. D.

First Censorship Law Passed in Minnesota

ST. PAUL, Oct. 7—The West St. Paul city council last week voted 5 to 1 for passage of the first motion picture censorship law in Minnesota.

The law is the result of a petition started by a 14-year-old boy protesting the booking of a Finnish film, "The Witch," at the West Twins Theatre. The youngster saw a trailer for the film on the same program with "The Birds and the Bees." His protest started a movement which grew into an organized adult demand for censorship.

Under the new law, W. R. Frank, owner of the theatre, must submit film titles and synopses to a police commission a week in advance of playdates and a screening must be held for one member of the commission before the film opens at the theatre.

Shortly after "The Witch" episode, Mayor John Sperl ordered Frank to discontinue showing another foreign import, "The Slasher." Frank withdrew the film and closed the theatre temporarily.

Bryna Finishes 3rd

Kirk Douglas' Bryna Productions has announced the completion of its third feature, "Lizzie," to be released by Metro-Goldwyn-Mayer. The film is the story of a woman with three conflicting personalities and stars Eleanor Parker, Richard Boone and Joan Blondell. Jerry Bresler produced.

Coast Producers Honor Visitors from France

HOLLYWOOD, Oct. 7.—A delegation of 38 prominent French exhibitors were honor guests at a luncheon Friday given by the Association of Motion Picture Producers at Paramount Studios. Y. Frank Freeman, AMPP board chairman, acted as industry host.

Following the luncheon the visiting theatremen were divided into six groups and taken on tours of MGM, Paramount, RKO, 20th Century-Fox, Universal and Warner Bros.

The delegation's Hollywood visit is part of a nationwide tour which included attending the recent TOA convention in New York. Heading the contingent is M. Adolphe Trichet, president of the Federation Nationale Des Cinemas Francais.

NTA Sets Up New Short Subject Division Here

A short subjects department has been set up by National Telefilm Associates to handle servicing requirements and distribution of its Paramount library of 1,400 short films, the company announced.

Morrie Roizman, producer and editor of documentaries, was named head of the new unit. Operating from new offices in the Pathe Laboratories building here, the department will offer program ideas and guidance to short subject purchasers as well as distribution services, NTA said.

Honor DeMill

(*Continued from page 1*)

leading industrialists, clergymen educators and representatives of pr radio and television. This will be first of a series of tributes to the fa motion picture-maker to be held more than a dozen U. S. and Cana cities before mid-November.

DeMille, who has been in New from Hollywood, with his visit to Philadelphia has launched a that will take him to Boston, W ington, Baltimore, Buffalo, Nia Falls, Toronto, Chicago, Det Cleveland, Cincinnati and Los gcles.

Presentation by Goldman

William Goldman, prominent t treman here, who greeted De upon his arrival in Philadelphia to will introduce the producer at luncheon, which will be followe a DeMille press conference with resentatives of daily newspapers.

Italy Has $45 Millio Invested in Productio

ROME, Oct. 7—Global amou funds invested in Italian produ is estimated as 22 billion lire in (about 45 million U.S. dollars) cording to a survey made by research sections of the Italian ciations of Producers, Distrib and Exhibitors.

The results of these researches be made officially known late October, at a scheduled public d on the motion picture industry. debate will concern the present ation of the native film industry the approval of the new film law will open with a report of the idents of the organizations of producers, distributors and exhi on their respective branches.

Sign Italian-Spanish Co-Production Pact

ROME, Oct. 3 (By Air Ma new Italian-Spanish co-produ agreement, signed in Venice d the film festival in that city, fective until Feb. 28, 1957 an be extended automatically ye year. According to the agree there is no limit on the numb co-productions which can be with the participation of com of the two countries.

Among the conditions are: th tures' directors must be either or Spanish; stories chosen must "an international value"; and a foreign producer can be ad provided Italy and Spain have production agreement with that country.

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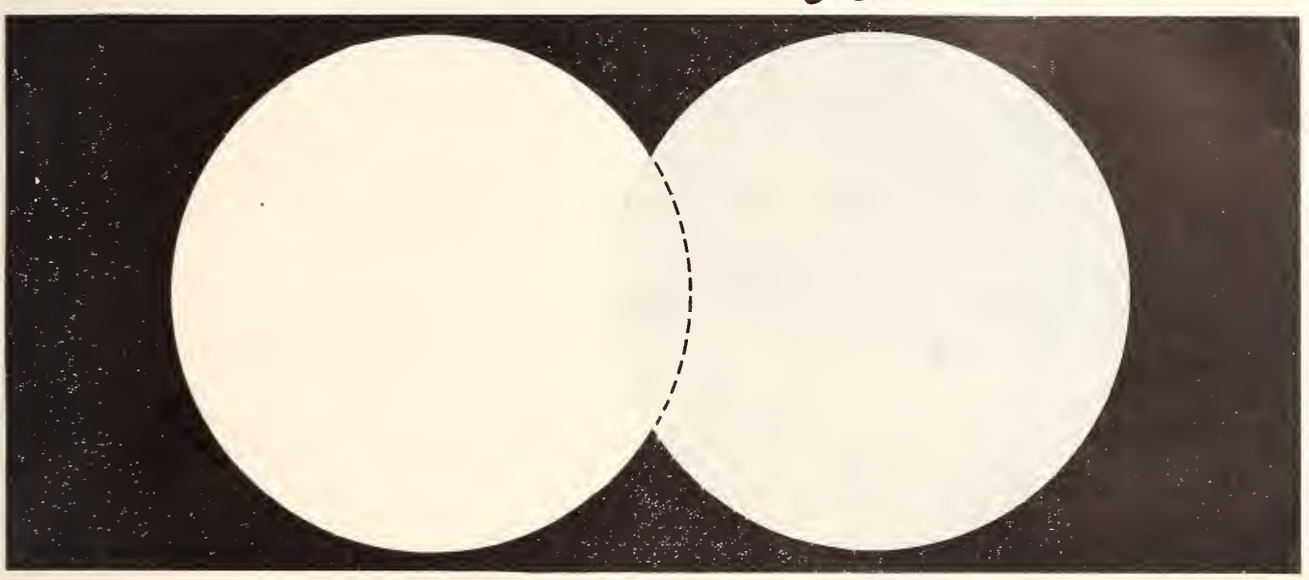

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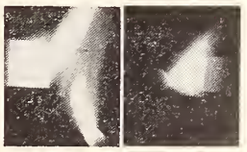

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MPTE Begins 80th Meeting

(*Continued from page* 1)

this afternoon, 9:00 A.M. to-
v and a half hour before each
n.

ong the featured attractions at
nvention will be demonstrations
new M-G-M 65mm system,
Century-Fox's CinemaScope 55
ix-channel stereophonic sound.
technical sessions, an equip-
exhibit, committee meetings,
e presentation of Society awards
lso occupy delegates attending
e-day meeting.
day-by-day program follows:

Y

0 P.M. **Get-together luncheon,**
ng remarks by John G. Frayne,
E president; **guest speaker,**
Sidney, president, Screen Di-
Guild.

P.M. **Motion Picture Session,**
ssador Ballroom, Gordon A.
ers, chairman; Fred R. Wilson,
airman. **Color short.**

P.M. **The Analysis of Back-**
d Process Screens, Armin J.
lotion Picture Research Council.

P.M. **Distortion of Anamor-**
l Images, Walter Wallin, Pana-
Inc.

P.M. **The New Paramount**
e-Frame Triple-Head Trans-
y Background Projector, Far-
douart, Paramount Pictures.

P.M. **An Improved Optical**
n for Large-Frame Process
tors, Armin J. Hill.

P.M. **One More Take!—**
Karl Freund, Pboto Research

P.M. **Color Television Session,**
Television Studios, Loren L.
chairman, Oscar F. Wick, vice-
an. **Color short.**

P.M. **Camera Tubes Used in**
Television Broadcast Service,
Neuhauser, RCA.

P.M. **A Description of the**
urbank Television Plant, John
ly, NBC.

P.M. **Color Television Re-**
g Employing Lenticular Film,
Cell, RCA; E. D. Goodale, NBC;
Trumbaugh, RCA.

P.M. **Densitometry of East-**
Embossed Kinescope Record-
m, W. R. J. Brown, C. S. Combs,
B. Smith, Eastman Kodak Co.

P.M. **Tour of NBC Burbank**
facilities.

RROW

A.M. **Laboratory Session I,**
sador Ballroom, E. H. Reich-
airman; John J. Kowalak, vice-
an. **Color short.**

A.M. **The Use of 35/32mm**
for 16mm Black-and-White
lor Prints, William E. Gephart,
neral Film Laboratories, Inc.

A.M. **Combination Printing of**
and 16mm Films, C. J.
s and A. L. Ford, Jr., Unicorn
ering Corp.

9:55 A.M. **The Slitting of 35/32mm Films,** C. J. Williams and H. L. Baumbach, Unicorn.

10:15 A.M. **Sound Developer Application to 35/32mm Soundtracks on Eastman Color Print Film,** Henry Goldfarb, DeLuxe Laboratories.

10:35 A.M. **A New Soft Gradation 16mm Reversal Camera Film,** John L. Forrest, Ansco.

10:55 A.M. **A Scene Counter for Laboratory Projection Rooms,** Ted Hirsch, Consolidated Film Industries.

11:10 A.M. **Some Electronic and Mechanical Control Devices for Laboratory Use,** Carl W. Hauge and Edward H. Reichard, Consolidated.

11:30 A.M. **Self-Identifying Leaders for 16mm Prints,** Sidney P. Solow, Consolidated.

11:25 A.M. **Splicing Motion-Picture Film with Dielectric Heating,** R. W. Upson, Emery Meschter, and W. R. Holm, E. I. du Pont de Nemours & Co.

2:00 P.M. **Laboratory Session II, Ambassador Ballroom,** W. E. Gephart, chairman; Harry Bruggemann, vice-chairman. **Color short.**

2:10 P.M. **A New Color Printer for Making Color Separation Masters,** Paul Raibaud, Etablissements Andre Debrie, Paris.

2:30 P.M. **Automatic Printer Operation from Punched Tape and Punched Cards,** H. M. Little and H. L. Baumbach, Unicorn Engineering Corp.

2:50 P.M. **A New Intermediate Positive-Duplicate Negative System,** H. J. Bello, C. E. Osborne, and D. M. Zwick, Eastman Kodak.

3:30 P.M. **Film Processing Machines of Modular Design,** W. Enkelmann, Unicorn Engineering.

3:50 P.M. **Applications of a Full-Frame Densitometer and Scanning Densitometer,** John Fritzen, Pathe.

4:05 P.M. **Silicone Waxing for Release Prints,** Harry P. Brueggemann, Pathe Laboratories.

4:20 P.M. **A High-Speed Velvet Cleaner for Color Negative,** John W. Harper, Pathe.

8:00 P.M. **Awards Session, Ambassador Ballroom. Guest speaker,** Dr. William H. Pickering, director of the Jet Propulsion Laboratory, California Institute of Technology.

WEDNESDAY

Concurrent Session on Projection and Viewing, Ambassador Ballroom. Merle Chamberlin, chairman; John W. Du Vall, vice-chairman.

9:00 A.M. **Color short.**

9:10 A.M. **A Cold-Focus Gate,** Victor Merrill, Tarc Electronics, Inc.

9:30 A.M. **The Adjustable Motion-Picture Screen Frame,** Hal Goldstein and Dean Griffin, G & G Specialties.

9:45 A.M. **Heat Reflecting Filters —Their Properties and Use in Carbon-Arc Projection Systems,** Rudolph Fischer and Martin Ploke, Zeiss Ikon, Germany.

(*Continued on following page*)

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MARK IX

BOOTH NO. 1

GREETINGS—
Delegates to S.M.P.T.E. Convention

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Special Design and Engineering Facilities

SMPTE Begins 80th Meetin

(*Continued from page 9*)

10:00 A.M. **Effect of Gate and Shutter Characteristics on Screen-Image Quality,** Willy Borberg, General Precision Laboratory, Inc.

10:20 A.M. **New Developments in Short Arc Lamps,** Theodore C. Retzer and George W. Gerung, Westinghouse Electric Corp.

10:40 A.M. **The High Pressure Xenon Lamp for Motion Picture Theatre Projection,** Heinz Ulffers, Zeiss Ikon.

11:00 A.M. **Improved High Intensity Rotating Positive Carbons for Motion Picture Projection,** R. B. Dull, J. G. Kemp, Jr. and E. A. Neel, Jr., National Carbon Co.

11:15 A.M. **The Reversed Anamorphic Projection Lens,** Robert E. Gottschalk, Panavision Corp.

Concurrent Session on Instrumentation and High Speed Photography, Session I. Grove Lounge. Roy L. Wolford, chairman; Ernest C. Barkofsky, vice-chairman.

9:00 A.M. **Color short.**

9:10 A.M. **Requirements for Cameras in Guided Missiles,** Robert M. Betty, Lockheed Aircraft Corp.

9:40 A.M. **High Speed Photography at the Air Force Flight Test Center,** Willis E. Harrison, U.S. Air Force, Edwards Air Force Base.

10:10 A.M. **Photographic Instrumentation—Project SMART,** Darrell Lassiter and William Krupp, Coleman Engineering Co.

10:30 A.M. **Portable Power Supply for High Speed Cameras,** Donald H. Peterson and Neil G. Currie, North American Aviation.

10:50 A.M. **A Planned Approach to a High Speed Missile Camera,** Robert D. Shobert and Robert B. Herden, Wollensak Optical Co.

Concurrent Session on Sound Recording, Ambassador Ballroom. Lloyd Goldsmith, chairman; Bruce Denny, vice-chairman.

2:00 P.M. **Color short.**

2:10 P.M. **Looking to the Future in Sound,** Loren L. Ryder, Paramount Pictures.

2:35 P.M. **Bulk Magnetic Film Demagnetising Practice,** K. B. Lambert, MGM Studios; Lorin D. Grignon, 20th Century-Fox; A. P. Green, WB.

3:00 P.M. **Recent Developments in Multichannel Stereophonic Recording Systems,** E. W. Templin, Westrex.

3:20 P.M. **Improved Magnetic Recording and Re-Recording Facilities.** G. R. Crane, Westrex.

3:40 P.M. **Replaceable Pole Tip Caps for CinemaScope Magnetic Reproduction Heads,** Michael Rettinger, RCA.

Concurrent Session on Instrumentation and High-Speed Photography, Session II, Grove Lounge. R. O. Painter, chairman; J. H. Waddell, vice-chairman.

2:00 P.M. **Color short.**

2:10 P.M. **Photography of the D Sea Floor,** Carl J. Shipek, U. S. N Electronics Laboratory, San Diego.

2:30 P.M. **A High Intensity E tronic Light Sonree for High Sp Cameras,** William C. Griffin, U Naval Ordnance Test Station, C Lake, Calif.

3:00 P.M. **High Frame-Rate Ar Flash for Field Photography,** R Sewell, U. S. Naval Ordnance Station, China Lake.

3:20 P. M. **The Third Internati Congress on High Speed Photo phy,** Richard O. Painter, Ge Motors Proving Ground, Detroit.

3:40 P.M. **The Third Internati Congress on High Speed Photo phy—A Report,** Carlos H. Elmer, Naval Ordnance Test Station, Lake.

6:30 P.M. **Cocktail party and a cade, Ambassador pool.**

8:00 P.M. **Banquet and Hawa entertainment, Coconut Grove**

THURSDAY

Instrumentation and High S Photography All-Day Field Tri U. S. Navy Electronics Labora San Diego

Television Session I, Param Sunset Studio. Fred Albin, chair Craig Curtis, vice-chairman

10:30 A.M. **Du Mont Electron Film System Demonstration.**

1:50 P.M. **Television Sessio Ambassador Ballroom,** Ralp Lovell, chairman; Fred J. Scobey, chairman. **Color short.**

2:00 P.M. **Covering the New Color,** Arthur E. Holch, NBC Ne

2:20 P.M. **Anscochrome from Television Newsreel Camera Point of View,** Dexter Alley, N

2:40 P.M. **Minimizing the E of Ambient Light on Image R duction,** G. L. Beers, RCA.

3:15 P.M. **Production Stan for TV Film Commercials.** E W. Ballantine, Acme Film Labora

3:35 P.M. **A 2x2 Slide Proj for Color Television Film Sys** R. D. Houck and A. E. Jackson, I

4:00 P.M. **An Automatic Re ing and Cleaning Machine fo tion Picture Films,** A. L. For Unicorn Engineering.

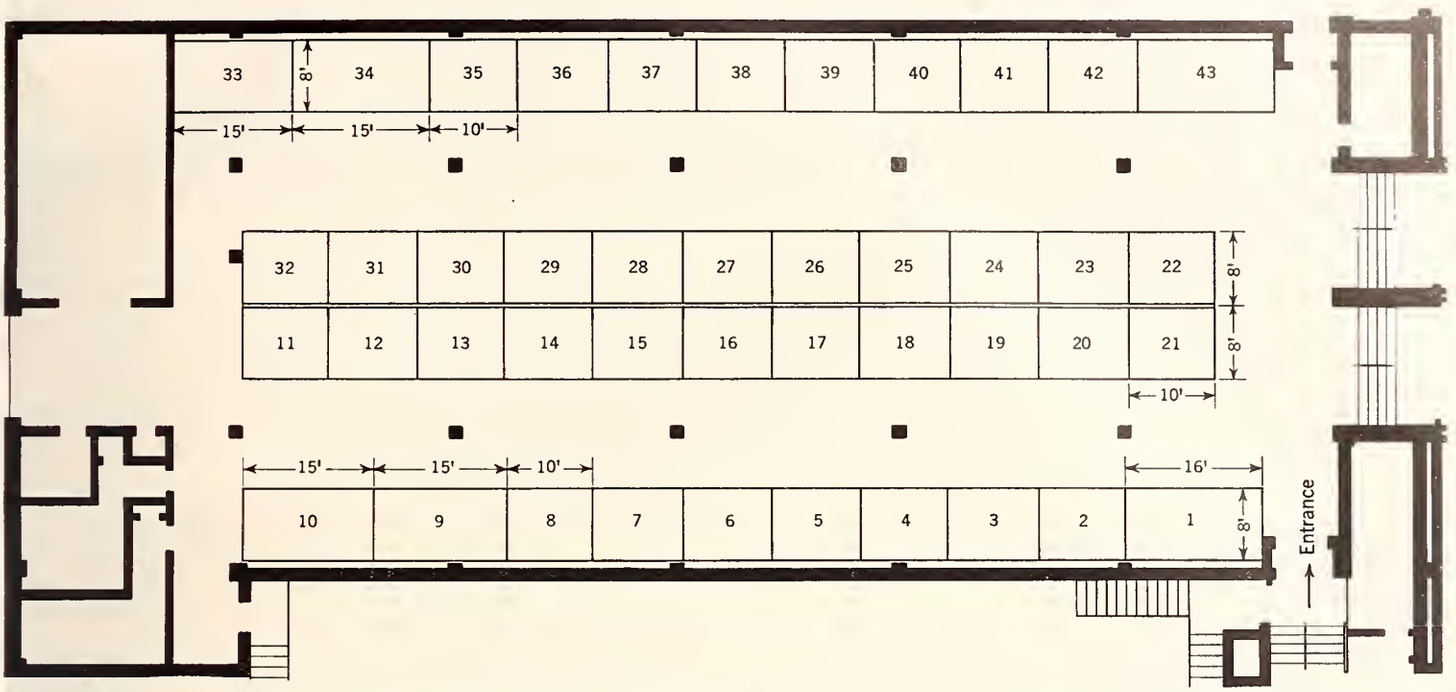
4:15 P.M. **Automatic Tele Film Editing,** Robert Grunwal Richard Wallace, Harwald Co.

4:35 P.M. **A Compact Hot Title Machine,** Joseph A. Tanne Alan C. Macauley, S. O. S. C Supply Corp.

4:45 P.M. **A New Animation S** Tanney and Macauley.

(*Continued on page 13*)

MPTE CONVENTION EQUIPMENT EXHIBIT



A feature of the 80th convention of the Society of Motion Picture and Television Engineers at the Ambassador Hotel in Los Angeles, is an exhibit of motion picture and television equipment. Displays of manufacturers listed below may be located by booth number in the diagram of the exhibit area.

Company and Representative	Booth No.
Pacific Coast Division, Aerovox Corp., Gordon Edwards	4
Andre Debrie of America, Inc., Edgar Berlin	37
Animation Equipment Corp.	17
Bell & Howell Co., J. L. Wassell	21 & 22
Berndt-Bach, Inc.	3
Fonda Corp., Cecil L. Sly	5, 6 & 7
Harwold Co., Robert Grunwald	18
Hollywood Film Co., Harry Teitelbaum	2
Houston Fearless Corp., J. B. Olsson	42 & 43
Kling Photo Corp., Paul Klingenstein	19
Magnasync Mfg. Co., Ltd., D. J. White	1
Miller Precision Equip., Inc., E. Forbes-Robinson	16
Mole Richardson Co., Howard Bell	14
Motion Picture Printing Equip. Co., Walter Peterson	4
Moviola Mfg. Co., Mark Serrurier	40
Neumade Products Corp., Oscar F. Neu	23
Photo-Sonics, John Kiel	26
Prestoseal Mfg. Corp.	38 & 39
Producers Service Co., John Kiel	27
Radio Corp. of America, Watson Jones	24 & 25
S. O. S. Cinema Supply Corp., J. A. Tanney	28 & 29
Unicorn Engineering, Cecil L. Sly	5, 6 & 7
W. M. Welch Mfg. Co., C. R. Williams	15
Westrex Corp., R. G. Jordan	20

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Booth 35

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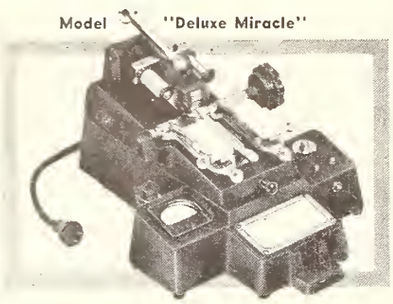

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In the THEATRE EQUIPMENT WORLD . . . . with RAY GALLO

Here we are again—another season and another convention of the SMPTE! This time its the 80th semi-annual fall meeting being held in Los Angeles, the land of motion picture and television magic. It seems only a few years ago when your reporter was general chairman of the membership committee, and we were all enjoying coffee in RCA's special "coffee shop" in Washington.

•

John B. Olsson of Houston Fearless informs me that it's very much worth your while this time to visit the equipment exhibits. The booths have very interesting products, and Craig Curtis merits a nod for his able assistance. Be sure, for one thing, to see the Andre DeBrie display on complete black-and-white and color equipment . . . And while rummaging around look in also at Neumade Product's display. This outfit, headed by SMPTE'S well-loved Fellow Oscar Neu and his son-in-law Lee Jones, head of TESMA, will tell you all about their recent visit abroad.

•

Then, as you pass on further, our good friend and sustaining member, S.O.S. Cinema Supply Corp., has an interesting display. After attending this session, Joe Tanney, president of S.O.S., will leave with Mrs. Tanney for a theatre inspection tour of Hawaii . . . In another nook of Exhibition Hall we will also see a display of studio equipment by Mole-Richardson Co. Peter Mole, head of this well established Hollywood firm, is a past president of our Society. In the east his representative is Charles Ross, Inc.

•

Cinema Engineering and Aerovox are not superstitious—their welcome mat is out on booth No. 13 . . . In reading the world series advance reports of "fans" who stood in line for tickets, I am reminded that Magnasync Mfg. Co. was the first manufacturer to sign up for this SMPTE equipment exhibit. They have booth No. 1 where they display their new Mark IX film recorder.

•

Several firms who exhibited in New York last spring are not represented at this convention, but their messages are in this issue. Be sure to read the Prestoseal miracle splicer announcement as well as Frank Zucker's Camera Equipment Co., service and product. It's nice to see that an Eastman Kodak Co., engineer won the Herbert T. Kalmus gold award this time. And speaking of Eastman, let's not forget Charlie Bonn and Bill Reddick of W. J. German, Inc. their erstwhile distributor. The German organization has been one of the "pillars of co-operation" in all SMPTE matters.

•

When in New York again, don't pass up a visit to Movielab or Titra for all types of film and television processing. And when in need of transcription or film recording, don't forget to look up Fine Sound, Inc.

•

Have you sent for the free booklet on "Film Care" issued by Rapid Film Technique, Inc.? It may be just what is needed for your print cost problems. After this "ball is over" we'll look forward to our next "shindig" in Washington next spring.

Visit S.O.S.

SMPTE CONVENTION Booths 31 & 32

SPECTACULAR PREMIER SHOWING

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  Improved Animation and Special Effects Camera Stand at the Startling Low Price of $2995.
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MPTE Meet

(*Continued from page* 10)

:50 P.M. **General Session, Ambassador Ballroom,** Cameron Pierce, irman; Bruce Angwin, vice-chairn. **Color short**

:00 P.M. **Sharpness and Contrast Projected Pictures.** Ralph M. ns, Eastman Kodak

:30 P.M. **The Ampex Videotape cording System,** Charles P. Ginsg, Ampex Corp.; **The Modulation tem of the Ampex Videotape cord,** Charles E. Anderson, Ampex; **Detailed Description of the itching Method of the Ampex corder,** Ray M. Dolby, Ampex.

IDAY

ansistor Session I, Ambassador llroom, Norwood L. Simmons, chairn: Kurt Singer, vice-chairman

:00 A.M. **Color short**

:10 A.M. **The Transistor,** R. D. ldlebrock, California Inst. of Techogy

0:30 A.M. **The Role of Transistors Electronics,** Richard B. Hurley, vair Div., General Dynamics Corp.

:00 P.M. **Transistor Sessions II, bassador Ballroom,** L. D. Grignon, irman; Russell Temple, vice-chairn. **Color short**

:10 P.M. **Transistor Fabrication hniques,** Glenn A. Schmidt, Hughes craft

:00 P.M. **Transistors in Motion ture and Television Equipment,** . Woll, RCA

:40 P.M. **A Transistorized Seven- ition Portable Mixer,** Kurt Singer, A

:00 P.M. **Transistor Amplifiers for ing Magnetic Recording and Reduction,** William V. Stancil, Stan- Hoffman Corp.

ning Demonstration of Wide- een Motion Pictures and Six- annel Stereophonic Sound, -M Studios, Frank Milton, chairn; R. C. Martin, E. W. Templin, vice- rmen

:00 P.M. **M-G-M 65mm System,** ge 16

:00 P.M. **Twentieth Century-Fox nm Demonstration,** Stage 2

:00 P.M. **Both the above proms will be repeated**

nerama in Cleveland

LEVELAND, Oct. 7—The Palace atre will be converted into a erama installation and will open "This is Cinerama," on the night Nov. 14, it has been announced . This will make the 20th Cinea installation established in the and Canada.

Pinanski Asks Managers To Push COMPO Drive

Special to THE DAILY

BOSTON, Oct. 7—Samuel Pinanski, member of the Triumvirate of the Council of Motion Picture Organizations, on Friday called a meeting of downtown theatre district managers and their publicists giving them a full report of the business-builder campaign submitted by the COMPO public relations committee at the Theatre Owners of American convention last week, asking the group to consider the suggestions on a local level and to bring their ideas to a second meeting to be held in his offices shortly.

Those present included Paul Levi, Hi Fine, Jack Saef, Charles Kurtzman, Karl Fasick, Dan Finn, Louie Krasnow, Nat Golden, Ben Domingo, James King and Harry Feinstein, the latter from New Haven.

Selznick Test

(*Continued from page* 1)

bill, with producer and exhibitor splitting the expense of the advertising campaign urging citizens who have seen the pictures on television to come to the theatre to see "what happened during the commercials" and to compare the theatre's wide-screen presentation with video's diminutive reproduction.

Both Televised Recently

Both features have been televised in San Francisco recently. The test is expected to yield information useful to exhibitors in general in judging the impact of television.

Commission in Canada Asks Radio-TV Control

OTTAWA, Oct. 7—The Royal Commission on Broadcasting was requested at a hearing here to establish a separate regulatory board to control all television and radio, both Canadian Broadcasting Corp. and private stations.

The request was made by Station CKLB, Oshawa.

'Cadillac' To Victoria

Columbia's "The Solid Gold Cadillac," starring Judy Holliday and Paul Douglas, will premiere at the Victoria Theatre here following "The Best Things in Life Are Free." Richard Quine directed for producer Fred Kohlmar and Abe Burrows wrote the screenplay, from the Broadway hit by George S. Kaufman and Howard Teichmann.

MPAA Board

(*Continued from page* 1)

wood press junket, executive field trips, advertising, merchandising and promotional projects, and advertising billings.

The MPAA board will sit Tuesday without MPAA president Eric Johnston, who is in Europe concerning Iron Curtain film sales. It was reported the board meeting was set up to give the advertising-publicity data the "right of way" over other matters which the board has to consider.

The next meeting of the MPAA board was scheduled, according to an MPAA spokesman, for November following the return of Johnston from Europe.

Seek Successor to Lichtman

It is understood that the MPAA board, if it has time, may also discuss the appointment of a production-distribution representative to the Council of Motion Picture Organization's triumvirate to succeed Al Lichtman. William C. Gehring, vice-president of 20th Century-Fox, has been acting as an alternate for Lichtman, who retired from his 20th-Fox post early this year.

MPEA Divides

(*Continued from page* 1)

25; Universal 34, and Warner Brothers, 27. Previously, Columbia reached 31; Loew's, 40; Paramount, 26; RKO, 23; Republic, 19; 20th-Fox, 33; United Artists, 25; Universal, 35; Warner Brothers, 26.

MPEA Board to Meet On License Division

The division of import licenses in Indonesia, Pakistan and Formosa will be taken up by the board of directors of the Motion Picture Export Association at their regular weekly meeting here tomorrow.

Other matters on the agenda include wired reports from MPAA's vice-presidents Griffith Johnson and Irving A. Maas on Denmark and Burma, respectively.

'Tramp' Wins Award

"Lady and the Tramp," the Walt Disney feature length cartoon, was awarded one of Italy's highest motion picture honors, the "David di Donatello." Walt Disney was presented with a gold statuette of the "David" in Los Angeles by Dr. Massimo d'Aragona, Italian consul of Los Angeles, on behalf of the sponsoring organizations of the Italian film industry.

French Film Production Up 33 Per Cent

French film production increased 33 per cent in the first quarter of 1956 over the same three-month period of 1955, according to a report by the French Film Office here.

Expansion is also reflected in the U.S. market, the film office said, citing the fact that income from U.S. distribution rose 230 per cent in the first six months of 1956 as compared to the same period in 1955.

There are now 35 French films either in active circulation in this country or about to be released here.

Expect 125 by 1957

Production figures indicate that about 125 pictures will be turned out in French studios by the end of 1956, the film office said. The use of color and wide-screen processes is also rising. Fifty per cent of all French films during the first half of this year were in color compared to 33 per cent for the whole of 1955. Seventeen wide-screen productions were also turned out in that period.

Four Vice-Presidents Named at NBC Network

The election of four vice-presidents of the National Broadcasting Co. has been announced by Robert W. Sarnoff, president of the network.

At the same time, Sarnoff disclosed the promotion of Earl Rettig, vice-president in charge of network television services, to the new post of vice-president and treasurer of NBC.

The new vice-presidents are: Charles H. Colledge, facilities operations, for NBC; Jerry Danzig, NBC radio network programs; William R. Goodheart, Jr., NB television network sales, and William K. McDaniel, NBC radio network sales.

Polaroid Patents Valid

CAMBRIDGE, Mass., Oct. 7 — Polaroid Corp. patents covering the basic light-polarizing materials used in sunglasses, tv filters, camera filters and 3-D movie viewers were declared valid in a unanimous decision handed down recently by the U.S. Court of Appeals. The Court of Appeals also confirmed the injunction against further infringements and the ruling on damages issued by the District Court last year against Depix Corporation and Alvin Marks, manufacturers of 3-D movie viewers sold by Commerce International.

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Spotlighting the News

In The Looking Glass

► All the entertainment media have gone through periods of highly profitable and sometimes effective soul-searchings—in public, of course. Several years ago Hollywood went through a cycle of extremely subjective motion pictures. Last year a couple of television's best scripts had to do with the manners and mores of lightly fictionalized TV personalites. Now, last week National Telefilm Associates, on behalf of its burgeoning film network and by the wit of Kermit Kahn, advertising director, gave the public a peep into the soft sell-hard sell controversy in a full-page ad in the New York *Times*, Wednesday, October 3. The amusing and informative ad was divided into two sections, one for those potential clients who like to be whispered at and the others who like the 'WOW! WHEE! BOINGG! WHAM!" approach. To risk overstatement we might say that any advertiser who even admits that there is an approach other than hard-sell already is more than half-way committed to the soft-sell camp.

Buffalo Dedication

► Formal dedication ceremonies of Buffalo's $1,500,000 WBUF Television Center will take place during NBC-TV's Today show October 11. Much of the Today show will originate in WBUF's studios, with Today host Dave Garroway visiting Buffalo for the occasion. Featured in the dedication will be a film salute to Buffalo and the entire Niagara frontier.

Board at the Stork

► The Board of Governors of the New York chapter of the Academy of Television Arts and Sciences held its first meeting of the 1956-57 season last Tuesday night. The press release, issued the next day, almost speaks for itself. The meeting, held at the Stork Club and presided over by Ed Sullivan, president, discussed "the founding of a museum to house TV films and kinescopes for use in education and for historical documentation . . . an all-out memberhip drive in which VIPs and rank-and-filers in television would join forces . . . the establishment of a lecture bureau of authorities in various fields who would be available to speak to social and service groups . . . establishment of a series of seminars . . ." In connection with probably the most urgent business of the Academy, the release states somewhat further down—that it was reported "progress was being made in reducing the number of categories of awards. The Awards Committee is exerting every effort to reduce the categories in order to enhance the importance of the individual awards."

Sponsors, Sales, Etc.

► Among the business announced in the week: WOR-TV has reported the renewal of two important sponsors for the 1957 season—American Tobacco Company for "Happy Felton's Talk to the Stars" and Fawcett Publications for "Happy Felton's Press Box" . . . Bob Rich, general sales manager of Associated Artists Productions, reports that the number of markets in which the company's Warner Brothers library has been sold now totals 75 . . . Ziv TV estimates that $50,000 worth of promotional backing is being placed behind its new "Dr. Christian" telefilm series by four key outlets due to air the show for Mueller's Macaroni. The outlets are WABC-TV and WPIX, New York; WRCV-TV, Philadelphia, and WNAC-TV, Boston.

Official Activity

► The stockholders of Official Films, at the annual meeting last week, indicated their approval of the way things are going. They reelected all directors who, in turn, reelected the executive group headed by Harold L. Hackett, president. Of the company's 2,600,000 shares of stock outstanding, 2,143,458 were represented personally or by proxy at the meeting. Mr. Hackett reported, among other things, that due to Official's improved financial condition, he feels "very optimistic" regarding plans for a declaration of a dividend payment to the approximately 5,800 shareholders during the present year—and for the years to come. Also announced during the week, by Herman Rush, Official's vice-president in charge of sales, is the establishment of "a complete European sales and servicing organization" with offices or representatives in London, Berlin, Paris, Belgium, Rome and Sweden. And, because of the increasingly heavy production load by Hannah Weinstein's affiliated Sapphire Films (Robin Hood, The Bucaneers, Sir Lancelot), additional sound stages will be built at the Nettlefold Studios outside of London.

New Affiliate

► Station WHAM-TV, Rochester, N. Y., owned and operated by Transcontinent Television Corporation, has become an affiliate of the ABC Television Network effective immediately.

The Omnibus Schedule

► One of the notable program turns of the season was last nigh Omnibus, newly come to ABC-T The Leonard Bernstein musi comedy kaleidoscope promises be just the beginning. Coming the schedule are Joseph N. We in features on the workings of t Government; the story behind t Battle of Gettysburg, directed Delbert Mann; three original pla by William Saroyan; Tallulah; observance of the G. B. Shaw c tennial; the story of Johns Hopk medical school, and a special f on bullfighting.

In Our View

IT IS a matter for congratulations all around that an agreement was worked out recently to bring the producers of films for television into the realm of the code of practices governing good taste and morals which now covers the operations of most of the nation's television staions. Here is a move which has been more than desirable; it has been a prime necessity if the whole of the television industry is to gain and enjoy the fruits of a public good will without which it cannot in the ultimate prosper to the extent it should.

It is true that the agreement reached in San Francisco by representatives of the two facets of the industry, is tentative in that it is necessarily subject to final approval and probable revision by the National Association of Radio and Television Broadcasters in Washington and the Alliance of Television Film Producers, numbering some 18 companies, in Hollywood.

G. Richard Shafto, chairman of the NARTB Television Code Review Board, sees the way cleared for approval "at the source" of roughly 75 per cent of the films seen on television. "At the source" is the best possible manner in which code application can and should be most effective and of the greatest possible value over-all. Spokesmen for both the station group and the producer group agreed "complete understanding" had been reached in the course of the deliberations. Deane F. Johnson, executive secretary and general counsel of the Alliance, indicated that there had been no complaints about films issued by members, which is a happy situation, but that does not in the slightest alter the fact that a code, effectively in action can be of inestimable value in forestalling trouble.

There is everything to be gained and nothing to be lost in a move which will bring the whole of the television industry under the beneficial cloak of a code of practice Where the public is served, particularly with entertainment, there is fertile ground for meddling. A code can go a long way toward taking the wind out of the potentia meddler's sails.

—Charles S. Aaronson

TV'S ALCOA HOUR last Sunday night (September 30) had the of presenting Nobel Prize winner Pearl S. Buck's first original sion play, "The Big Wave," and the staging and performances would lone credit to the Upper Montclair Little Theatre Society. Miss Buck buted a simple, delicate, highly stylized script which, in ponderous ction, became a near parody of itself. In particular, the actors— he exception of Hume Cronyn—performed as if they were doing hing by Clifford Odets, set on the lower East Side in 1932. The eyes almond-shaped but the accents and delivery were strictly Manhat- may be that because in recent years we have seen so much in the f genuine Japanese drama that anything less than the real thing nd to look slightly absurd.

h rating time at hand, NBC-TV's Wide Wide World Sunday after- vent out to Hollywood to freeload. It was, perhaps, the least reward- ow in this often exciting series. In a brief 90 minutes were packed plugs than are needed for all the bathtubs in New York City—and e proportion of those plugs just happened to be for current or forth- g NBC-TV programs: Hiram Holliday, Lux Video Theatre, Roy s, On Trial. The night before, same network, Esther Williams t her Aqua Spectacle to the home viewers, and, as might have redicted, it was wonderful at its wettest despite the lighting prob- Maybe it is significant that Americans, since Ziegfeld and the of prohibition, only accept Pure Spectacle on water or ice.

ie Gleason's debut in his "new" live, full-hour format on CBS-TV lay night (September 29) was a generally unexciting throwback ears ago. The spectacle here was that of a tremendously talented nocking himself out physically, working at a pace that would kill -life person, and coming up with a show that was only mildly fun. nportant thing is, however, that Jackie clobbered Perry's ratings. oneymooners also got good ratings, but in this business you can't ivide rounds, you have to throw your opponent out of the ring.

-TV's Alfred Hitchcock started his second season Sunday night in fashion with a crisp exercise in irony, "Wet Saturday," featuring ills of Sir Cedric Hardwicke and John Williams and a newcomer, urdom. Playhouse 90, CBS-TV's new hour-and-a-half weekly drama kicked off Thursday night with Rod Serling's "Forbidden Area," a that looked as if it might have been designed for a 60-minute show en was padded out with film clips, lots of walking in and out of commercials, etc., to fill the extra 30. As the movie men know, is not everything.

onal Telefilm Associates appears to have a half-hour drama antholeries of unusually high order in the Lili Palmer Theatre, if last 's (September 28) show on WABD is a fair sample. "The Game e Onlooker" was a neat but bittersweet tale beautifully acted by Hiller. The same evening CBS-TV's Edward R. Murrow, on his to Person, settled once and for all a question that has been bother- e American public for years: the Duchess of Windsor *has* a British V.C.

Hope will present an array -name talent when he starts w season as a star of the Show series over NBC-TV y, October 21. Guests on the re program will include Dors, James Cagney, Lucille nd Desi Arnaz, Vivian Vance ll Frawley.

★

h Meeker, Skip Homeier and Ohmart will play the chief n "The Guilty," the colorcast on Lux Video Theatre Thurs- ening on NBC-TV.

Pat O'Brien will play the part of a renowned circus world cleric in "Circus Priest" on Crossroads over ABC-TV Friday, October 12. The script was written by Tom Reed and directed by Ralph Murphy.

★

Gordon Duff has been named producer of "Studio One," CBS-TV. He will alternate production of the Monday night series with Felix Jackson.

★

CBS-TV plans to present an unusual one-hour-a-week series entitled "The Seven Lively Arts" during the Fall, 1957 season, it is announced by Hubbell Robinson, Jr., executive vice-president in charge of network programs. Robert Herridge, who has produced Studio One and Camera Three, is in charge.

ke it a Must — Booth 35!
emonstration of the Miracle "Butt-
ESTO-SPLICER
atest advance since sound!

Last week these changes:

MAX BRADBARD has been named eastern sales manager and WILLIAM GORMAN has taken charge of western sales operations for RKO Television, it is announced by WILLIAM FINKELDEY, syndicate sales manager. Mr. Bradbard was an account executive with RKO Television since 1953. Mr. Gorman was an account executive since 1951 with TV stations owned by RKO Teleradio Pictures, RKO Television's parent company.

LESLIE G. ARRIES, JR., and HOWARD H. MARSH have been appointed account executives in the Chicago offices of CBS Television Spot Sales, it is announced by ARTHUR C. ELLIOT, midwest manager.

WILLIAM A. POMEROY has joined Atlantic Television Corp. as a special representative covering West Virginia, Kentucky, Indiana, Tennessee, Iowa and Missouri. Mr. Pomeroy was formerly associated with Guild Films, Inc.

ALFRED R. STERN has been named director of international operations at NBC, to take charge of a recently created unit to supervise international services, it is announced by ROBERT W. SARNOFF, president of NBC. ROMNEY WHEELER has been appointed director of European operations as assistant to Mr. Stern, it is also announced. Mr. Stern has been assistant to Mr. Sarnoff and director of operations for NBC Radio's "Monitor."

JACK PURVES has been named sports sales manager for CBS Television, it has been announced by WILLIAM H. HYLAN, vice-president in charge of network sales.

MURRAY GELMAN has joined the staff of the Lawrence C. Gumbinner Advertising Agency, Inc., as a copy writer in the radio-TV department, it is announced by PAUL G. GUMBINNER, the agency's radio-TV director. Mr. Gelman was formerly associated with Emil Mogul Co., Inc., in a similar capacity.

JEANNE RAMSEY has joined the syndicated sales department of Screen Gems, Inc., television subsidiary of Columbia Pictures Corp., it is announced by ROBERT H. SALK, director of syndicated sales. Prior to joining Screen Gems, Miss Ramsey was account executive and director of radio and television for the J. W. Rike Advertising Agency.

STEVE KRANTZ has been appointed home office director of program development for Screen Gems.

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1956 OCT 2 PM 8 05

=ATTACK WHICH OPENED LAST FRIDAY AT OUR PARAMOUNT THEATER IS CERTAINLY THE SENSATIONAL SURPRISE OF THE YEAR WE WERE VERY ENTHUSIASTIC ABOUT THE PICTURE AFTER SCREENING HOWEVER OUR GROSS TO DATE ON THE FIRST FOUR DAYS INDICATES THAT WE WILL DO 160 PER CENT OF AVERAGE WHICH I FEEL IS TREMENDOUS THE CAMPAIGN WHICH WAS WORKED OUT HAS DONE AN EXCELLENT SELLING JOB ON THIS FINE ATTRACTION AND THE LARGE ADS UNITED ARTISTS INSISTED UPON HAVE CERTAINLY PROVED THEIR TRUE VALUE BILL THIS IS NOT ONLY A GREAT PICTURE BUT YOU HAVE A GREAT EXPLOITATION CAMPAIGN NATURALLY WE ARE GOING TO HOLD OVER FOR A SECOND WEEK AND POSSIBLY LONGER AS OUR FOURTH DAY GROSS INDICATES THAT ATTACK IS GOING TO HOLD UP BEST REGARDS=

:TOM SMILEY WOLFBERG THEATERS=

AND IN ALL OTHER OPENING ENGAGEMENTS— THROUGHOUT THE COUNTRY— BUSINESS IS TERRIFIC:

NEW YORK — Mayfair; SAN FRANCISCO — United Artists; NEW HAVEN — Loew's Poli; BRIDGEPORT — Loew's Poli; BERKELEY — Oaks; MINNEAPOLIS — State; ST. PAUL — Riviera; OAKLAND — T & D; PHILADELPHIA — Viking; SEATTLE — Music Box; TACOMA — Rialto; STOCKTON — Esquire; MEMPHIS — Loew's Palace; STAMFORD — Palace; SACRAMENTO — Tower, Del Paso, Esquire.

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...WITH MORE TO COME!

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

80, NO. 70 NEW YORK, U. S. A. TUESDAY, OCTOBER 9, 1956 TEN CENTS

...s-to-TV

...G to Name ...mmittee on ...st-'48 Sales

...dler Tells of Meetings Krim, Peyser, Fox

By LESTER DINOFF

Screen Actors Guild will ap... n executive committee negotiate ...ts with producers who are con... ting the sale of post-1948 mo... ...tures to television, according to ...easurer George Chandler, who ...ay said that preliminary talks matter have already taken place

...dler said he and John L. Dales, ...l executive secretary of SAG, ...et with Arthur Krim and Sey... Peyser of United Artists and ...latty Fox of C & C Television ...concerning what rights the Ac... uild has in selling post-1948 ... tv.

SAG executive said that ...g definite has been formulated, will return to Hollywood and our findings to the SAG board ...eek. It is expected they will

(*Continued on page* 4)

...kos Sees Greatest ...stry Era To Come

Special to THE DAILY

...TFORD, Oct. 8.—Executives of Theatre Associates, one of the largest independent circuits, ...ld by circuit president Peter ..., Sr., at their annual mana... ...ll meeting:

...ainly television and other en... ...nent media have made inroads ...tre attendance, but I still have

(*Continued on page* 4)

...Opens New Branch ...rations in Colombia

...establishment of Universal... ...tional's own branch operations ...ombia and realignments and ...is in overseas personnel were ...ced yesterday by the com... foreign general manager, ... Aboaf.

...n Garcia, veteran manager

(*Continued on page* 4)

20th-Fox, Republic Negotiate Distribution Agreement

Negotiations concerning an agreement between 20th Century-Fox and Republic Pictures whereby 20th-Fox would acquire distribution rights to the latter company's product in a number of territories throughout the world are expected to be consummated today, according to 20th-Fox home officials.

It was reported that a joint announcement concerning the agreement may be forthcoming today.

Frisch to Study Film Supplies in Mexico

Mexican product supply and theatre operating procedures will be studied by Emanuel Frisch, treasurer of Randforce Amusement Corp., who leaves for Mexico City Thursday for a two weeks' visit.

An influx of Mexicans to Brooklyn neighborhoods in which Randforce operates theatres has raised the possibility of an extension of bookings of Mexican films by the circuit, Frisch said yesterday. He reported that one Randforce theatre, the Alba in Brooklyn has been showing Mexican films regularly for the past several years.

Frisch said an extension of the policy to other houses of the circuit may be in order and with that in view he will visit Mexican studios and typical theatres to familiarize himself with possibilities while on his visit to Mexico City.

Kreuzer New SMPTE Head

From THE DAILY Bureau

LOS ANGELES, Oct. 8.—Barton Kreuzer, director of produet planning for the Radio Corp. of America, Camden, N. J. has been elected president of the Society of Motion Picture and Television Engineers for 1957-58, it was announced yesterday at the 80th semi-annual convention of the Society at the Hotel Ambassador here. He succeeds John G. Frayne of Westrex Corp.

Barton Kreuzer

Also elected for two-year terms be-

(*Continued on page* 5)

NT Firm Name Stays; Edwin Zabel Retiring

From THE DAILY Bureau

LOS ANGELES, Oct. 8 — Elmer Rhoden, president of National Theatres today disclosed that Edwin F. Zabel, NT vice-president and general manager of the Fox West Coast Theatres division, will retire on Nov. 1 after 31 years with the company. Like George Bowser, who retired

(*Continued on page* 5)

Studio Plan Is Less Complicated

Legal Problems Complicate Joint Foreign Distribution By WB, Fox

From THE DAILY Bureau

WASHINGTON, Oct. 8—Justice Department officials said there "might be an anti-trust problem" in reported plans of two major film companies to merge overseas film distribution systems.

There have been reports that Warner Brothers and 20th Century-Fox have been holding informal talks on pooling studio production facilities and merging picture distribution systems overseas.

Justice spokesmen said that so far the Department has not been contacted on the matter. "We would have to know a lot more about any plans to pool distribution facilities overseas, and we'd want to look very closely at those plans," one official said. "There certainly might be an anti-trust problem." He added that the same would be true of plans to pool selling facilities in the United States.

Plans for joint use of studio facilities could also run into questions, it was indicated. For example, one official said, there would be no problem if two firms merely agreed to use the

(*Continued on page* 4)

Frayne Opens Meet

Asks Greater Studio Voice For Engineers

SMPTE Told Step Would Aid Technological Progress

From THE DAILY Bureau

LOS ANGELES, Oct. 8.—In the interests of further technological progress for the motion picture industry, engineers should be given a greater voice and influence in studio management circles, John G. Frayne, president of the Society of Motion Picture and Television Engineers, told delegates to the group's 80th semi-annual convention here today. Such a step "might prevent the hasty adoption of new and untried ideas without first subjecting them to rigorous test and field trial," he said.

Speaking at the opening luncheon of the convention at the Ambassador Hotel, Frayne also called for "encouragement" and "extension" of the practice of "having a competent and experienced motion picture engineer direct and coordinate all technical developments in every major motion picture studio." Among the responsibilities

(*Continued on page* 5)

Sidney Tells 7-Pt. Plan To Aid Film Production

From THE DAILY Bureau

LOS ANGELES, Oct. 8 — George Sidney, president of the Screen Directors Guild, featured speaker at the noon opening of the convention of the Society of Motion Picture and Television Engineers, made seven suggestions to the delegates, at the

(*Continued on page* 5)

High Court Meets, Acts On Two Industry Cases

From THE DAILY Bureau

WASHINGTON, Oct. 8—The Supreme Court refused to reconsider its June decision that children are equally entitled with the widow of a copyright owner to renew the copyright and grant licenses and share in the proceeds under the copyright.

The high court, getting down to

(*Continued on page* 4)

PERSONAL MENTION

JAMES R. VELDE, United Artists general sales manager, and AL FITTER, Western division manager, will leave Los Angeles tomorrow for Seattle.

•

SERGE SEMENENKO, member of the Warner Bros. board of directors, is scheduled to arrive in New York today from a European trip.

•

MURRAY SILVERSTONE, president of 20th Century-Fox International, will leave here on Thursday for England and the Continent.

•

BENJAMIN THAU, Loew's, Inc., vice-president, has returned to the Coast following a trip to Europe.

•

HAROLD J. MIRISCH, Allied Artists vice-president, has returned to the Coast from New York.

•

SPERIE PERAKOS, general manager of Perakos Theatres Associates, New Britain, Conn., has been named to the Alumni Board's film committee of Yale University.

•

JOHN L. DALES, national executive secretary of the Screen Actors Guild, has left New York for Detroit, en route to Hollywood.

•

ARTHUR A. HORNBLOW, JR., returned to New York yesterday from Europe aboard the "Liberte."

•

WALTER LANG, director, and MRS. LANG will arrive in New York today from the Coast.

•

CECIL B. DEMILLE returned to New York last night from Philadelphia.

•

ARTHUR L. MAYER, promotion consultant to Paramount on "War and Peace," returned to New York yesterday from Dallas.

•

WILLIAM A. SCULLY has returned to his home in Florida following two weeks in New York.

•

FAYETTE W. ALLPORT, manager in England for the Motion Picture Association of America, returned to London yesterday from New York via B.O.A.C.

•

JONAS ROSENFIELD, Columbia Pictures advertising-publicity executive, will leave New York today for London.

•

C. J. LATTA, a director of Associated British Cinemas, Ltd., has arrived in New York from London via B.O.A.C.

Mexican Company Sets 'Biggest Budget Yet'

Trans America Productions will produce "Cortez and Montezuma" in CinemaScope and color with the "biggest budget ever attempted within the Mexican industry," it was announced yesterday by Frank Z. Clemente, producer, who arrived in New York from Mexico City and Hollywood.

Clemente said his Mexican production company has budgeted the picture at $1,500,000 with shooting to commence late this year or early in 1957.

The Mexican film producer said he is in New York to meet representatives of the major distribution companies in regard to formulating a domestic releasing agreement. He said he is also planning to confer with the William Morris Agency concerning casting of his film.

San Antonio Outlet 18th To Buy Loew's Library

WOAI-TV, San Antonio, has leased the entire library of pre-1949 M-G-M feature pictures for a seven year period at a price of $800,000, Charles C. (Bud) Barry, vice-president in charge of Loew's tv division, has announced. The transaction represents the 18th Loew's sale in less than two months of operation, he said.

Leasing arrangements were negotiated by MGM-TV's west coast sales manager, Maurie Gresham, working with James M. Gaines, vice-president and general manager of WOAI-TV. The station plans to get underway with programming of the features about the first of the year.

To Choose N. Y. Queen

The New York Queen of the 1957 Miss Exquisite Form Contest, held in connection with the forthcoming United Artists release of Clark Gable's new starring film, "The King and Four Queens," will be chosen at the Manger Vanderbilt Hotel here next Monday in the Park Avenue Room. The selection of the queen will be one of a score of regional "coronations" to spotlight the national release of the Russ-Field CinemaScope Western drama.

To Fete 'Giant' Newsmen

The more than 60 out-of-town newsmen who are coming to New York to attend the world premiere of "Giant" at the Roxy Theatre Wednesday will meet producer-director George Stevens and the "Giant" stars, headed by Rock Hudson, at a post-premiere buffet to be given in the visiting journalists' honor at Ed Wynne's Harwyn Club. The newsmen represent 58 newspapers from 27 cities as far west as St. Louis.

Home Offices Will Close On Columbus Day

The home offices of the major producer-distributors and the Motion Picture Association of America will be closed on Friday, in observance of Columbus Day.

Bert Friedlob Dies at 49; Services Slated Today

BEVERLY HILLS, Oct. 8.—Bert E. Friedlob, 49, well-known Hollywood producer, died at his home here yesterday of cancer of the pancreas. He had undergone two surgical operations recently.

Married three times, he was divorced two years ago from actress Eleanor Parker, mother of his three children. His pictures include: "Fireball," "Millionaire for Christy," "The Steel Trap," "The Star," which starred Bette Davis in 1952, "Untamed" and "While the City Sleeps" and "Beyond a Reasonable Doubt," both released this year by RKO.

Friedlob is also survived by his mother and a brother. Services will be held tomorrow afternoon at the Wilshire Temple.

IFE Talks Releasing Deals in Some Exchange

Talks are underway between the IFE Releasing Corp. and a number of major distributors who have approached IFE concerning franchise and distribution agreements in certain domestic exchange territories, Seymour Poe, executive vice-president of IFE Releasing Corp., declared here yesterday.

Poe, who returned to New York over the weekend following a week in Hollywood, also reiterated his previous statement that IFE Releasing "will not go out of business."

Poe said that talks on distribution agreements have been going on for some time, but no conclusions have been reached as yet.

'Ten' Tickets on Sale

The Criterion Theatre has announced that mail orders now are being accepted for tickets to the New York engagement of Cecil B. DeMille's production of "Ten Commandments," which will be shown on a twice-daily basis.

Studio Earnings

HOLLYWOOD, Oct. 8 — Motion picture studio workers averaged $126.81 weekly earnings during August, according to the monthly report of the State Division of Industrial Relations, which compares with $126.12 in August 1955.

. . of Drive-in

$1-a-Car Nights Grow

A second Connecticut outdoor th tre—the Lake Drive-In, Waterbur has adopted a $1-a-Car Night poli for more than one evening a we Bob Schwartz is admitting cars $1, regardless of number of passe gers, on Friday, Saturday and Sund nights. A similar policy—on a seve night basis—recently went into eff at the Lockwood & Gordon Ent prises' East Hartford Family Dri In, South Windsor. Many drive facilities in Connecticut heretof have charged $1-a-car, but only on casional evenings.

⊙

N. M. Theatre to Be Dual

Allen Theatres, Farmington, N. has purchased 12 acres of prope just east of the Apache Drive Theatre there, and will install a s ond screen and sound facilities. A in the planning stage is a new o door theatre at Kirtland, with total of about $140,000 to be pended.

⊙

Golf Shots at Conn. Drive-in

Chet Philbrook, of the Meade Drive-in Theatre, Hartford, has co pleted a "Salute to Golfing," in wh Dick Hopkins, local professio demonstrates shots—using a cork —from atop the concession buildin

⊙

Michigan Unit to R. B. Tuttl

Robert B. Tuttle has acquired Lenawee Auto Theatre, Adrian, Mi A new policy of double billing be instituted.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
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"TEA AND SYMPATHY"
starring
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An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

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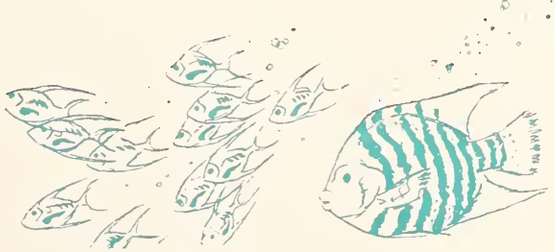
AN *Announcement* OF IMPORTANCE

FROM COLUMBIA PICTURES

THE SILENT WORLD

has been selected by the famous OMNIBUS TV show for an unprecedented promotion and we want the movie world to know about it. Short excerpts from this prize-winning movie will be shown on three successive programs to a vast nation-wide audience of millions. Not only will OMNIBUS present these brief scenes from the picture, but Alistair Cooke will also urge his devoted viewers to see the picture when it plays locally. The programs will be broadcast over the entire ABC Network and will be seen on October 14, October 21 and October 28. We know you'll agree that this extraordinary launching will pay off at your box-office.



AIR TIME 9 TO 10:30 PM EST

WB-Fox Deal

(*Continued from page* 1)

same lots, but if they agreed to buy their props from the same company, then there might be an anti-trust problem, he declared.

Studio, Distribution Proposals Under Consideration Again

Discussions concerning joint use of the Warner Bros. studios by that company and 20th Century-Fox were first discussed about a year ago and conversations were resumed again recently, home office executives of both companies said yesterday.

No Opinion at Present

Whether or not anything will come of them cannot be forecast at this stage, the officials said.

It was pointed out at 20th-Fox that the company's Westwood studio property has so increased in value in recent years that it is only a question of time until it becomes patently uneconomic to employ the property any longer as a studio site.

Obvious economies are in prospect for both companies should it be found possible to accommodate 20th-Fox at the Warner lot, regarded as overexpanded for current reduced production volume. Nevertheless, some additional facilities would be required there before such a move was possible, Fox officials said.

'Solely Business Matter'

They regard the joint use of studio facilities as "solely a business matter" with no legal problems involved. They admitted, however, that government approval would be needed before joint distribution abroad could be undertaken by the two companies. This proposal, too, was discussed and abandoned last year, it was said, but has since come up for further discussion.

High Court Meets

(*Continued from page* 1)

business for the 1956-57 term, acted on only one other pending film case today. It refused to review a lower court decision barring a lawyer from representing a plaintiff in a treble damage suit against the majors on the ground that the lawyer had previously been employed by Sargoy and Stein. The lower courts held this gave the lawyer a special knowledge of the operation of the majors, and barred him from being involved in suits against them.

The court's June ruling in the copyright case upheld a decision of the Ninth Circuit Court of Appeals in a case involving the ownership of the song copyrights of the late George C. DeSylva.

M. P. DAILY picture

THE GOAL this year will be $18,100,000 and the appeal will be made to the industry probably in mid-November at a "motion picture party" dinner. At the Federation of Jewish Philanthropies planning session yesterday at the Sheraton-Astor, Adolph Schimel, left, above, passed his general chairmanship to Charles Moss, next to him, and in acknowledging praise for a job exceptionally well done last year, commented he feels such personal satisfaction in this philanthropy he feels he is owed nothing. He stressed helping Federation as a community obligation, and even as "insurance," because so often its multiple activities surprisingly affect one's personal affairs. Moss said he has observed persons whose fortunes have advanced, each year giving the same amount. Foreign distributors this year are a special category, and Herman Becker and Donald Rugoff will handle it. Appointed associate chairmen yesterday were Leo Jaffe, Leon Goldberg, and Harold Rinzler. Motion picture co-chairmen are Samuel Rosen and Barney Balaban. With Schimel and Moss above are Balaban, Irving Greenfield, and William Brenner.

Perakos

(*Continued from page* 1)

tremendous faith in the exhibition of motion pictures and believe that the coming years will bring the industry's greatest era."

He outlined upcoming major releases and noted a need for fresh faces in front of the cameras.

"But above all," he continued, "we must ourselves assert confidence in the medium of motion pictures and continually remind the public of the incomparable pleasures afforded only through the motion picture theatre.

"Someone once said, 'There are 100,000 reasons for failure but no excuses,' and this commentary could well be applied to the present situation in our industry. If we fail, we have only ourselves to blame!"

Sperie Perakos, general manager, presided. He named John D'Amato, Palace, New Britain, Conn., as winner of the circuit's summer promotion competition.

U-I Opens New Branch

(*Continued from page* 1)

who has been in charge of U-I's Cuban office since 1939, will head its new Colombia operation with headquarters in Bogota.

Arnaldo Berenguer has been appointed to take over the U-I managership in Cuba, after extensive experience in Latin America. Berenguer was manager for Republic Pictures in Chile from 1948 to 1955, and manager for that company in Cuba from 1955 until August of this year.

The appointment of Alvin Cassel as manager in Singapore and supervisor for Indonesia and Siam, replacing Wally Orr who has resigned was also announced by Aboaf. Cassel joins U-I after previous assignments as manager for M-G-M in Trinidad in 1950 and then manager for that company in the Philippines with supervision of Formosa and Guam from 1951.

PEOPLE

Lew Arnold, formerly with Du Mont Broadcasting Corp. in New York and who has been acting manager of KTLA, Los Angeles, since the death of **Klaus Landsburg** last month, has been named general manager of the station.

□

Turner B. Shelton, head of the film branch of U. S. Information Agency, was one of a group of U.S.I.A. officials to receive the agency's Distinguished Service Award at ceremonies held in Washington over the weekend.

□

Charles McDowell, district manager of the Dallas office of ASCAP since 1943, has been named division manager in charge of the Dallas and New Orleans territories of the society.

□

Charles Boasberg, supervisor of Paramount worldwide sales on "War and Peace" and "The Ten Commandments," will return to New York today from Europe following conferences with company division managers on the Continent.

AA Exchange Name

ATLANTA, Oct. 8—Allied Artists southern exchanges in this city, Charlotte, Memphis and New Orleans are now to be known as Allied Artists Southern Dist. Corp.

SAG to Nam

(*Continued from page* 1)

appoint an executive committee to with Fox.

Chandler stated that Fox and C TV have acquired 74 post-1948 tures in the RKO Radio library of films and that Fox wants to sell rights to these films for immediate telecasting but is holding back p ing a study of union rights invol United Artists has a package of features, a majority produced 1948, available to television, Char said, adding that "the situations tween both Fox and UA are totally ferent."

He explained that C & C TV p uct was produced by a company considered a major firm in the indu while the UA product was turned by many independent producers, a jority of whom are no longer activ production. The formula which be worked out between SAG and "will most likely be used as the l for other post-1948 film sales to vision for the whole industry," Ch ler said.

The SAG officer said that at pre there is only a "Monogram Form which covers post-1948 films. He that this plan was worked out a n ber of years ago when Allied Ar sold some low budget films to vision. The AA films had some salaried actors in them and "the mula can not be applied to the cur crop of product which is being off to television."

'Rebel' To Mayfair

Twentieth Century-Fox's "Teen Rebel" in CinemaScope will hav New York opening Friday, Nov at Brandt's Mayfair Theatre, it announced yesterday.

reuzer Head

(*Continued from page* 1)

ng Jan. 1, 1957, are Norwood L. ions, chief engineer, west coast ion, Eastman Kodak—Executive President; Glenn E. Matthews, re- h, Eastman Kodak—editorial vice- dent; G. Carleton Hunt, presi- General Film Laboratories—con- on vice-president; and Wilton R. , technical associate, E. I. du de Nemours—secretary.

e engineering, financial and sec- vice-presidents and the treasurer elected last year to serve two- terms.

Joined Company in 1928

euzer joined RCA in 1928 and oncerned with electronic develop- work, film recording engineering, re field engineering and film re- ng licensee contacts. In 1935 he ed the commercial phase of RCA ities as head of film recording oment sales for RCA's Eastern in- ial licensees, and in 1937 con- ed similar activities for Hollywood recording sales, becoming nation- les manager in 1941.

1943 Kreuzer was appointed ger of RCA Theatre Equipment ities with headquarters at Cam- He also served as general prod- anager of the Engineering Prod- Division and marketing manager e Theatre and Industrial Equip- Department before assuming his nt position in 1954.

euzer is a Fellow of the SMPTE as previously served the Society easurer, 1952-53, financial vice- dent, 1954, and executive vice- dent and chairman of the execu- committee, 1955-56.

ney Tells Plan

(*Continued from page* 1)

ation of retiring president John G. e, for improving production ties, and one more pertaining to ition. For production he said: f engineers will reduce in size tudio equipment, time will be l which can be devoted more ably to improving product qual-

f engineers will devise practical tional sound equipment for use oduction, similar gains can be ved.

ome device that will reduce or nize cable from shooting stages l simplify production practices. tage lights could be made small- ith benefit.

mprovements that would reduce evels from present high tempera- would be easy on actors, direc- and all hands, making quality iction easier.

ntra-studio standardization pro- on procedures would eliminate sion when working crewmen from one studio to another, iencing new methods every- e.

ettlement should be reached on iform method for looping dia- logue, which now is done differently in each studio.

Sidney's eighth recommendation, voiced after describing projection errors witnessed in unnamed theatres, was for engineers to devise something that is capable of making projection uniformly good so that good product will look its best in all exhibition areas.

New Officers Elected by the SMPTE

Wilton Holm

Norwood Simmons

Glenn Matthews

Wants New Ideas Pre-Tested

(*Continued from page* 1)

of this man and his staff would be the "development and testing of all new integrated motion picture systems that cut across all lines of motion picture technology regardless of rigid departmental boundaries," Frayne explained.

The motion picture industry has, with a few exceptions, been notoriously lacking in giving wholehearted support to this kind of activity," the SMPTE head declared, "relying too heavily on the equipment suppliers to provide the necessary engineering know-how. The efforts of suppliers should be supplemented by the studios if a coordinated engineering program is to result."

Sees Experimentation on Wane

Experimentation in film techniques is "waning" today, according to the SMPTE president. He said that the industry has entered a "period of critical evaluation of the many innovations of the past three years," and is "tending to re-emphasize the standard 35mm medium with whatever embellishments can be retained without adding further to ultimate projection and print costs."

Calling this a period of "self-analysis," Frayne said that the need for it was brought about, first, by economical reasons. He cited the "increased costs of production and distribution of the many versions of prints demanded by the specialized processes" which have proved "an almost insuperable burden to the producing studios.

"The resulting confusion and the increased cost to the theatre owner to provide equipment to play any and all of the films offered to him have proved to be a powerful deterrent to their general adoption. One can imagine, for example, the reaction of a theatre owner to playing 35mm, 55mm and 70mm in a single booth, with the added complexity of 4-track and 6-track magnetic stereo, optical and Perspecta sound, plus screen aspect ratios varying from the old standard 1.33 to 2.55."

Frayne cited as another reason for the "present need to pause and take stock" the industry's departure from a long adopted standard to a multiplicity of practices, set, in many cases, by arbitrary, unilateral action." He said that engineers and executives of the industry should have evaluated the long range effects more carefully before introducing each of the new techniques.

Nat. Theatres

(*Continued from page* 1)

some years ago after an extended tenure, Zabel will receive a lifetime retirement salary from the corporation.

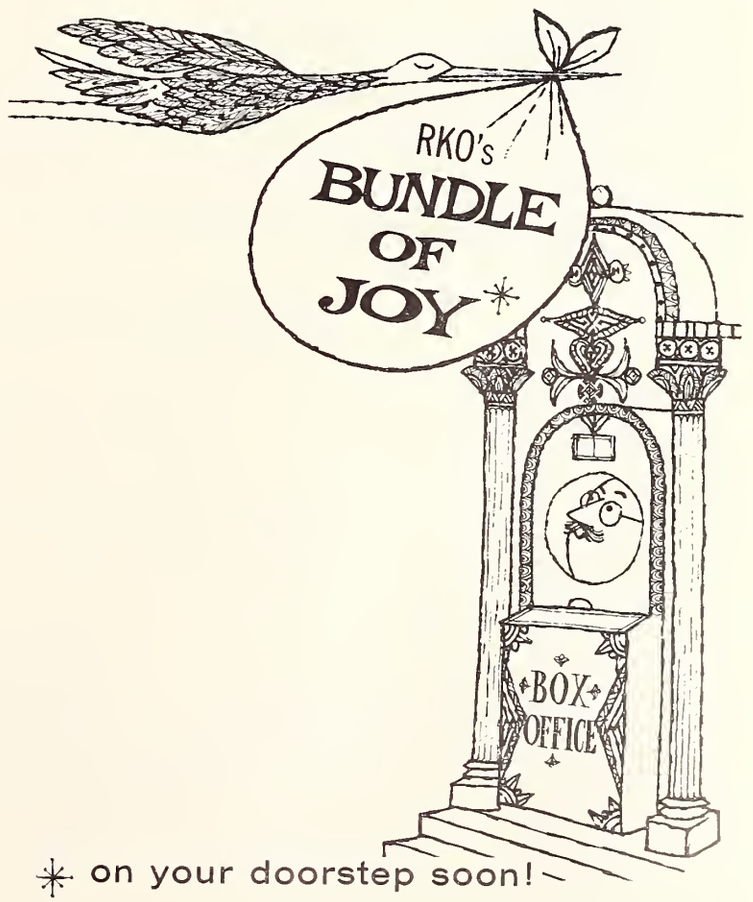
Zabel joined the company 31 years ago as a theatre doorman, moving up to a position in the accounting department and was later named assistant to the late president Charles P. Skouras.

Zabel said, "I will deeply miss the many, many friends who have helped me and with whom I have been associated, but the demands of my family, my desire to take an extended rest, and my need for more time to look after my real estate interests left me no alternative . . ."

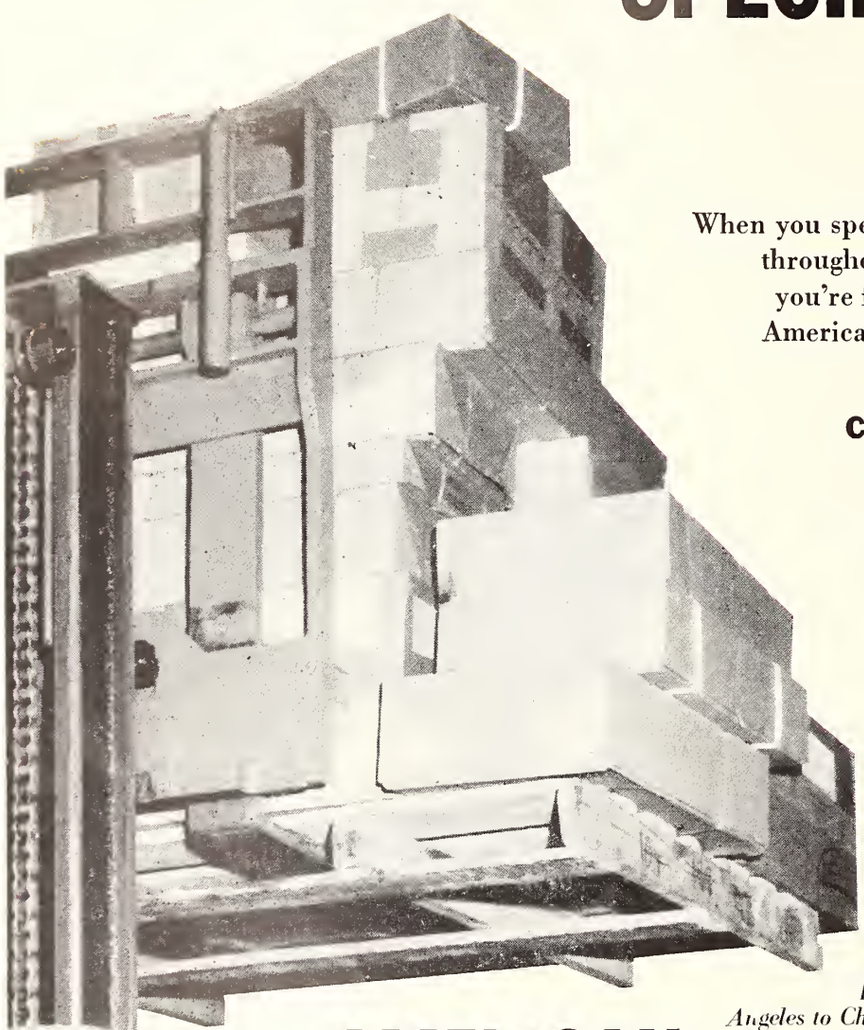
National Theatres, Inc., is continuing the circuit's corporate title, it is pointed out, despite the announcement made in Phoenix that the theatre advertising copy in all of the circuit's divisions will be signed "Fox National Theatres" until further notice.

The word "Fox" will be dropped from the advertising signature in a year or so, when the present public confusion is dissipated, leaving "National Theatres" as the nationally recognized identity, it was pointed out.

The NT board of directors has declared a quarterly dividend of 12½ cents per share on the outstanding common stock, payable Nov. 1 to holders of record on Oct. 18.



HERE'S WHY SO MANY FILM DISTRIBUTORS SPECIFY AMERICAN AIRFREIGHT



When you specify American Airfreight to leading cities throughout the United States, Mexico and Canada, you're following the lead of experienced shippers. American means more dependable service because American leads all other airlines in:

COVERAGE—direct one-carrier service to 25 of the top 30 retail markets . . . all 23 leading industrial states!

CAPACITY—space where and when it's needed most with a combined lift potential of over one half million pounds daily!

FREQUENCY—faster forwarding with 1000 departures daily from seventy-seven leading cities!

DEPENDABILITY—better handling with the largest, most experienced personnel force...most modern facilities!

AIRFREIGHT COSTS LESS THAN YOU THINK!

For example, you can ship 100 lbs. of film from Los Angeles to Chicago for only $13.30 . . . to New York only $18.40.

AMERICAN AIRLINES AIRFREIGHT

—carries more cargo than any other airline in the world

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

80, NO. 71 NEW YORK, U. S. A. WEDNESDAY, OCTOBER 10, 1956 TEN CENTS

dy Rules

ill Ask SBA rant Loans or Mortgages

t, ITOA Would Inform ncy of Theatre Needs

By LESTER DINOFF

atre Owners of America and the endent Theatre Owners Associa- re currently studying the rules directives of the Small Business nistration and how they could be d for theatres seeking govern- l loans for mortgage purposes, it earned here yesterday.

study is taking place because .B.A. authorization of loans to es "for modernization, equip- repair or operation" does not le for lending money for mort- purposes.

ce the consideration is completed, and TOA "will seek to educate B.A. as to the needs of the mo- picture exhibition industry," it stated. The exhibition leader, esterday disclosed that the study een launched by both theatre

(*Continued on page* 10)

Awards Presented SMPTE Convention

From THE DAILY Bureau

S ANGELES, Oct. 9.—Five ls for outstanding contributions rious phases of motion picture elevision technology were pre- l at tonight's session of the Soci- Motion Pictures and Television neers' 80th semi-annual conven- t the Ambassador Hotel.

Alfred N. Goldsmith, consulting

(*Continued on page* 6)

umbia Lists Annual nings of $2,670,000

lumbia Pictures yesterday report- nsolidated earnings for the year l June 30, 1956, of $2,670,000. ompares with $4,949,000 for the nded June 25, 1955, the report arry Cohn, president, disclosed. nings per share of common stock

(*Continued on page* 10)

REVIEW

Giant

George Stevens—Henry Ginsberg—Warner Bros.

WHEN a man, an artist, skilled in every phase of the medium in which he works and eloquent, resourceful and artful in its use, fuses all his skill and art in one great work it becomes what is known as a masterpiece. Such an artist is George Stevens and such a masterpiece is the motion picture "Giant." Aptly named not only because giantism is its subject but because it is massive in conception and execution, the production is massive too in its stature as a landmark.

For it is not by any means size alone—the picture runs three hours and 18 minutes and covers a huge slice of that American phenomenon known as Texas from the early '20s until today—that plants this production firmly as a landmark in motion picture history. Its sheer excellence as a distillation of all the arts and skills that make the motion picture a story telling medium without peer, will carry the industry several giant steps toward the special goal to which "Gone with the Wind" pointed the way. Its release at this time, almost simultaneously with "War and Peace" and "Ten Commandments," is of enormous interest and significance to the industry.

George Stevens
Producer-Director

Henry Ginsberg
Producer

Starting with Edna Ferber's novel, Stevens first chose to subtly change the viewpoint. The novelist told the story through the eyes and from the subjective viewpoint of the spirited and intellectual Eastern girl who marries the Texas rancher to the very much wider perspective made possible by the mobility of the camera. Then he used every device of photography, of color, of acting, of sets, of costume and of props to tell a story with broad, sweeping strokes, with tiny, meticulous detail, with absorbing and mounting interest, with clashing contrast, all laced tightly together with the pace and rhythm of a master film editor.

To create all this Stevens had, of course, an army of craftsmen, most prominent of whom, from the standpoint of box office value, are the members of the cast. Elizabeth Taylor whose full potentiality as an actress was not realized until Stevens showed what she could do in "A Place in the Sun," is Leslie Lynnton, the sensitive and high-spirited girl who is swept away by Rock Hudson as Bick Benedict, impetuous owner of a Texas ranch empire. Counterfoil to these two is James Dean, hot-headed, sullen and angry as Jett Rink, who vows to make a million to get even with the Benedicts and, as an oil wildcatter makes many millions, even as they are counted in Texas.

Added to the memorable performances these three top personalities give, are a full score of performances in lesser roles, each memorable in detail and of a character to mark the actors and actresses for fame in years to come. Leading these are Mercedes McCambridge in the role of Bick Benedict's spinster and bitter sister who dies trying to break the high mettled horse the bride and groom bring from the East; and Carroll Baker, brand new to the screen and certain to be of box

(*Continued on page* 3)

On Oct. 18

Set Top Level Conference on Ad-PubReport

Co. Heads, Sales and Ad Chiefs to Form Program

A top level meeting of all company presidents, sales and advertising and publicity chiefs will take place on Oct. 18 at the Motion Picture Association of America to formulate a definite program, based on the recommendations of the Advertising and Publicity Directors Committee, for revitalizing the motion picture box office. This was announced following a meeting of the MPAA board of directors here yesterday.

Attending the meeting will be the heads of the MPAA member companies, their foreign and domestic distribution executives, and their foreign and domestic advertising and publicity heads.

According to an MPAA representative, the board of directors has decided to get the approval of all companies on the report presented to the

(*Continued on page* 6)

Shurlock Here for Meet On PCA Board Expansion

The Motion Picture Association of America's sub-committee on industry self-regulation will meet here today with Geoffrey Shurlock, vice-president and director of the Production Code Administration, to discuss the expansion of the PCA appeals board.

Shurlock, who arrived here last night from Hollywood, will meet with Kenneth Clark, chairman of the sub-

(*Continued on page* 6)

Siegel Confirms Talks On Loew's Presidency

From THE DAILY Bureau

HOLLWOOD, Oct. 9.—Sol C. Siegel, M-G-M producer, confirmed today that there have been talks concerning his taking the presidency of Loew's, Inc., but there has been no final agreement yet.

Commenting on reports published

(*Continued on page* 10)

PERSONAL MENTION

JAMES E. PERKINS, of the Paramount International directorate and manager in the British Isles, will arrive in New York on Friday from London via B.O.A.C.

•

FOSTER M. BLAKE, Universal Pictures Western sales manager, left here yesterday for the Coast by way of Chicago and other Midwest cities.

•

R. A. COLISTRA, Westrex Corp. comptroller, has returned to New York from the Coast.

•

JAMES LARKIN, theatrical sales representative for B.O.A.C., has returned to New York from Knoxville, Tenn.

•

JOSEPH GRANT, owner of the Northwood Theatre, Baltimore, and MADELYN ROCKFELD, of New York, were married here at the Savoy Plaza.

•

IAN DALRYMPLE, British producer, has arrived in New York from London via B.O.A.C.

•

SY BARTLETT, producer, will leave Hollywood by plane tomorrow for New York, en route to Spain.

•

NORMAN BIALEK, president of Allied Theatre Owners of Connecticut and executive of Sampson-Spodick-Bialek Theatres, New Haven, has left there for Europe.

•

J. J. COHN, M-G-M studio executive, has arrived in New York from Hollywood.

•

DILYS POWELL, film critic of the "London Sunday Times," has arrived in New York from England via B.O.A.C.

Five New Films Start; Total Shooting Is 41

HOLLYWOOD, Oct. 9—Although World Series telecasts, which started at 9 A.M. in this westernmost section of tv bleachers, unquestionably slowed down the time-clock on many studio stages the over-all score stood five-and-five at weekend, with start of five new pictures and completion of five others leaving the total a fine 41.

Starters were: "Gun for a Town," Jerold Zukor Productions (Allied Artists); "The Bridge on the River Kwai," Horizon-American, and "The Cunning and the Haunted," (Columbia); "Kill Me Tomorrow" and "One Man's Secret," Amalgamated Productions, Inc., (Independent).

Wall St. Aids Columbia In Promoting 'Cadillac'

Bache & Co., national investment brokers, will join Columbia Pictures in a mutual advertising and promotional campaign in connection with the studio's current release, "The Solid Gold Cadillac."

The motion picture-stock brokerage hook-up is said to be the first such promotional tie-in. Bache has been aiming its ads at women for many years, and the investment company plans to use "Solid Gold Cadillac" art and copy in its newspaper ads. Theatres in Bache cities will promote the Bache slogan "Dividends are a Girl's Best Friend" in their lobby displays.

Plans are also set for Judy Holliday, star of "Solid Gold Cadillac," to participate in a Bache-sponsored stock market news radio program.

End IFE-AA Talks on Reciprocal Distribution

A proposed reciprocal distribution deal between IFE and Allied Artists under which the latter would handle distribution of IFE releases in this country in return for distribution of AA films in Italy has ben abandoned due to "insurmountable complexities," Seymour Poe, president of IFE here, said yesterday.

Poe recently returned to New York from the Coast where the reciprocal distribution proposal was discussed with Steve Broidy, AA president, and other AA officials. AA does not have a distribution organization of its own in Italy.

Poe said that eight new releases are now available to IFE and the company will go ahead with its present personnel unchanged.

Albert Cohen Dies

PHILADELPHIA, Oct. 9.—Albert M. Cohen, 51, a leader in the development of motion picture law, died Saturday in the University of Pennsylvania Hospital. A veteran of the U. S. Army, he was cited for work with the motion picture industry War Activities Committee during World War II. He was a charter member of the Variety Club of Philadelphia, and the Motion Picture Associates of Philadelphia; and a member of the Motion Picture Pioneers.

Talent Agents Merge

Jack Lenny and Nat Debin, talent agents, have merged their separate offices to organize Lenny-Debin, Inc., here.

A Hollywood affiliate will soon be announced to represent their talent on the West Coast.

Film Leaders to Attend Bow of 'Giant' Tonight

A large group of industry leaders will be on hand at the Roxy Theatre tonight for the world premiere of George Stevens' production, "Giant." Full television and radio coverage will be given the opening festivities of the Warner Bros. release. The premiere is being held for the benefit of Muscular Dystrophy Associations of America, Inc.

Industry leaders to attend include Jack L. Warner, president of Warner Bros.; Benjamin Kalmenson, WB executive vice-president; Serge Semenenko, David Baird and Charles Allen, Jr., all members of the WB board of directors; Major Albert Warner; Spyros Skouras, president of 20th Century-Fox; Barney Balaban, president of Paramount Pictures; George Skouras, president of United Artists Theatre Circuit; Jack Cohen, vice-president of Columbia Pictures.

Also Milton Rackmil, president of Universal - International; Daniel O'Shea, president of RKO Pictures; Thomas O'Neil, board chairman of RKO Pictures; Arthur Krim, president of United Artists; Robert Benjamin, board chairman of United Artists; Simon Fabian, president of Stanley Warner; Samuel Rosen, executive vice-president of Stanley Warner.

Also Sol Schwartz, president and general manager of RKO Theatres; Arthur List, board chairman of RKO Theatres; Joseph R. Vogel, president of Loew's Theatres; Robert Kintner, president of American Broadcasting Co.; Herman Starr, president of Music Holding Publishers Corp.; Wolfe Cohen, president of Warner International.

German Firm Shooting Exteriors in New York

Berolina Film, a German production company, completed a week of shooting exteriors in New York yesterday and will spend another week filming 24 local landmarks for a semi-documentary spy feature entitled "The Gimpel Story."

Kurt Ulrich, one of the top German producers, and his director, Werner Klingler, brought two of their stars to the U. S. for the brief shooting. Agreements were made with the Screen Actors Guild and other film employee unions for local supporting actors and technical crews to be used during the shooting of the New York sequences. Ernst Jaeger, former editor of Berlin Film-Kurier, is handling public relations for the company.

N. Y. Date for 'Storm'

Columbia's "Storm Center," a Phoenix Production, starring Bette Davis, will have its New York premiere at the Normandie Theatre on Oct. 20.

Big U-I Dri Set for 'Win

From THE DAILY Bureau

HOLLYWOOD, Oct. 9—Univ International's "Written on the W which is scheduled for release next year lowing a of special release C mas er ments, wi given one most int promot campaigns the histo the con David A. ton, Un vice - pres told the pany's advertising, publicity ar ploitation executives at yeste session of its current week-long ference at the U-I studios.

David A. Lipton

Attending the meetings are C Simonelli, Eastern advertising publicity department manager; Ramsay, executive assistant to L Philip Gerard, Eastern publicity ager; Jeff Livingston, Eastern tising manager; Herman Kass, E exploitation manager; Jack Dia studio publicity director; C Lait, assistant studio publicity tor; Archie Herzoff, studio ad ing and promotion manager; Raker, studio advertising depa head; Ben Katz, Midwest adve and publicity representative an ert Gillham, vice-president of ningham and Walsh, Universa vertising agency.

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Board Meets Today ooling Possibilities

board of directors of Warner Pictures will meet here today e up a varied agenda which in- preliminary talks on the pos- of pooling production facili- n Hollywood and distribution es abroad with one or more film companies, it was reported day.

ge Semenenko, senior vice- ent of the First National Bank ston and a director of Warner will discuss his recent Euro- rip. Semenenko will leave here ston after the meeting.

ish Rental Scales died at MPEA Meet

Danish governmental proposal ning the use of a sliding scale ntals in Denmark was the center cussion at yesterday's meeting of oard of directors of the Motion e Export Association.

ording to an MPEA representa- the proposal was presented to resident Griffith Johnson, who rded it to the board of directors nsideration.

e proposal was that a sliding be put into effect between first, d and sub-run Danish theatres means of settling the embargo or opening up the market once to American product. Another sal under MPEA consideration readjustment of the flat film of 30 per cent existing in Den-

Maas Tells of Burma

e MPEA directors also were told e progress made in Burma by resident Irving A. Maas. The ors were virtually in accord on agreement with Burma which ed the U. S. companies 235 li- s annually, plus separate li- s for 16mm, newsreels and other

e directors also discussed the divi- f 240 licenses for Indonesia and tan, but did not reach an agree- on that.

C '56-'57 Drive Aim or 24,000 Donors

LLYWOOD, Oct. 9—Permanent ties Committee campaign chair- Jerry Lewis has set a goal of 0 donors for the 1956-57 drive. compares with 22,399 donors ear, who contributed $1,161,410.

n Cartoon Festival

"festival" of animated film car- will be held on Monday, Nov. t the Hotel Pierre here, spon- by members of the Screen Car- sts Local 841, in cooperation with ng Eastern cartoon producers. exhibition is expected to become nual affair, it is said.

Giant

CONTINUED FROM PAGE 1

office interest from now on for her role as Luz Benedict II, daughter of Hudson and Miss Taylor, who inherits the independence of her mother and the stubbornness of her father, and whose rebellion and subsequent awakening are one of the many high points of the picture.

One of the picture's many virtues, and evidence again of the hand of the master craftsmen who constructed it, is the extraordinary attention to minute detail. Thus, although it is the saga of a family, and a Texas family at that, moving from the fabulous riches of vast cattle lands to the even more fabulous riches of oil lands, every character, even though not fully developed, is sketched with deft caricature-like strokes. Thus Jane Withers, although on the screen only briefly and intermittently, is Vashti Snythe, Texas ranch girl, from her first bashful but hearty handshake to the last enormous ermine stole; and Dennis Hopper, in a few brief flashes and one crashing fight scene with Dean is Jordan Benedict III, sensitive as his mother and arrogant as his father.

This attention to detail also results in a whole series of scenes which will leave the audiences talking long after they have seen the picture and will, it is almost certain, bring them back again and again to see it. There is the inter-cutting between Miss Taylor visiting the miserable homes of the Mexican workers with Dean and Miss McCambridge riding, and roweling to a fury, Miss Taylor's horse to her own death. There is the unforgettable scene when with a distant rumble and then a roar that shakes the theatre, Dean's first gusher comes in.

There are the subtle but noticeable changes in the settings and surroundings of the castle-like home of the Benedicts which match the changes wrought in the characters themselves by time, civilization, oil and riches. There is the extraordinary use of contrast—between the hot, brassy, arid plains of Texas and the cool green and brilliant sky blues of Maryland, and between the sullen, loutish drunkenness of Dean and the cool, cultured sensitivity of Miss Taylor and her family.

And there is finally the preparation for the opening of Jett Rink's Conquistador Hotel and the fabulous party attending it which could happen in Texas, and as a matter of fact did.

None of these are used simply for effect. All of them, along with outstanding Warner-Color photography by William Mellor, the screen play by Fred Guiol and Ivan Moffat, the music composed and conducted by Dimitri Tiomkin, the sets and the costumes, contribute to the telling of the story.

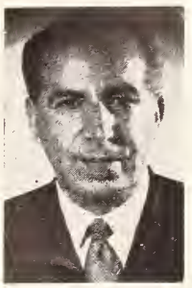
No listing of credits for so great a work would be complete without crediting Henry Ginsberg, named as co-producer with Stevens, with the courage and vision to back the undertaking and to give Stevens the free hand he so obviously had. It is a production which will have an impact on the box office now and for long in the future as great as its name. Running time, 198 minutes. General classification. Release date, October 4.

JAMES D. IVERS

STARS OF GIANT: Rock Hudson, Elizabeth Taylor and James Dean.

Business Good Abroad for 'U' Aboaf Reports

Universal Pictures' business throughout the world by the end of this month should be highly satisfactory this year, despite hindrances in certain areas, according to Americo Aboaf, vice-president in charge of foreign distribution. Aboaf recently returned from a four-week tour of South Africa, Europe and England.



Americo Aboaf

Speaking at a trade press conference yesterday, he said that by the end of the current fiscal year, Oct. 30, the company's business will be very bright, despite the Spanish and Danish situation in Europe. The coming year will also improve our business abroad due to good product, conditions and an expected solution to film problems affecting the industry."

The Universal executive is being honored by the company's sales force which is conducting "The Americo Aboaf Drive."

Sees South Africa Unchanged

Aboaf, in reporting on his trip, pointed out that conditions for Universal did not change in South Africa since 20th Century-Fox acquired the Schlesinger theatre interests there. He said that "we will continue to operate under the same franchise agreement."

Commenting on Universal's newsreel business, Aboaf said it "is running in the black." He disclosed that Universal recently acquired the Warner Bros. license for Japan and is producing a newsreel for that market. The company previously sold its rights in Japan to a native newspaper, he said.

Select the Committees For O'Donnell Dinner

Sol Schwartz, president of RKO Theatres Corp., was selected general chairman of the dinner committee for the Motion Picture Pioneers' 18th annual dinner to be held Nov. 30 in honor of R. J. O'Donnell, it was announced yesterday.

Slated for Waldorf

Others appointed to the committee, to be held at the Waldorf-Astoria Hotel, were Ned E. Depinet, George Dembow and Marvin Kirsch, co-chairmen; Raymond Willie and Harry Mandel, co-ordinators; Charles A. Alicoate, in charge of new members; Jake Starr, decorations; Chester B. Bahn, trade papers; Harry J. Takiff, dinner treasurer, and Herb Berg, publicity.

GREAT DAY WHEN "JULIE" COMES!

← Doris, that is!

TENSION . . .
from beginning to end!" —*Film Daily*

ACTION . . .
hair-raising conclusion!"
—*M. P. Herald*

CHILLING . . .
nail-biting climax!"
—*Boxoffice*

GRIPPING . . .
most hair-raising climax ever filmed!"
—*Showmen's T. R.*

THRILLER . . .
guaranteed for edge-of-seat attention!" —*M. P. Daily*

SUSPENSE . . .
any picture you can think of would be hard put to match 'Julie's' 95 minutes of suspense."
—*Philip K. Scheuer, L. A. Times*

This is DORIS DAY as the frightened JULIE who discovers on her honeymoon that her husband is a killer—and SHE is the next victim!

M-G-M presents

DORIS DAY · LOUIS JOURDAN
BARRY SULLIVAN · FRANK LOVEJOY

A MASTERPIECE OF SUSPENSE!

JULIE

An ARWIN Production · Written and Directed by ANDREW L. STONE
Produced by MARTIN MELCHER · An M-G-M RELEASE

MPAA Report

(*Continued from page* 1)

board by the advertising and publicity group. The committee, headed by Jerry Pickman of Paramount Pictures, yesterday presented to the directors an extensive report on the comimttee's recommendations for boosting the box office through various promotional and merchandising means. The report includes such proposals as immediate and drastic revision in advertising billings, a Hollywood press conference, executive field tours, market analysis, advertising campaigns, and contest giveaways.

Five from Each Company

The MPAA directors decided to have at least five men from each company attend the "summit" conference to discuss the advertising-publicity report in more detail, to discuss other suggestions pertaining to the report and its basis, and to formulate a definite program which would have production and distribution support throughout the industry.

Once this is attained, then it is expected that the MPAA will seek Hollywood approval along with approval and participation in the program by exhibitors and their national associations and from the Council of Motion Picture Organizations.

The MPAA official said that the foreign sales and foreign advertising-publicity heads have been requested to attend the Oct. 18 meeting because it was felt by the MPAA board that some facets of the report might be applicable to the overseas market. He said that at yesterday's meeting, which was presided over by MPAA vice-president Kenneth Clark, the directors, after studying the agenda, decided to authorize the summit meeting.

M. P. DAILY pictur

HE ACCEPTS, without too much surprise, he confesses, but certainly with pleasure. Spyros S. Skouras tells the National Conference at luncheon in the Waldorf yesterday he and William Heineman (in Brooklyn on some business) will try to repeat their record as chairmen of the 1957 Amusement Industry's annual Brotherhood campaign. Or beat it. As amusements division co-chairmen this year, according to general chairman J Robert Rubin, they collected a formidable $147,639. This, he pointed out, certainly is an improvement over the first big drive, back in 1946, when for the first time it netted more than $100,000. That was under another Skouras—Spyros P. In array above, John O'Connor, Eugene Picker, Messrs. Rubin and Skouras, and Leslie Schwartz.

Five Awards

(*Continued from page* 1)

engineer, received the Progress Medal; Charles C. Davis, Westrex Corp. sound engineer, the Samuel Warner Award; Dr. Wesley T. Hanson, Jr., Eastman Kodak, the Herbert Kalmus Medal; and Donald G. Fink, director of research at Philco, the Journal Award. One award was posthumous—that of the David Sarnoff Gold Medal Award, which went to Robert E. Shelby, NBC.

Dr. Alexander Ernemann of Zeiss Ikon, designer of the Ernemann projectors, was awarded honorary membership in the Society.

Fifteen New Fellowships

Sixteen active members were elevated to the grade of Fellow tonight, bringing the total number of SMPTE Fellows to 256. They are: Willy Borberg, General Precision Laboratories; Jasper Chandler, Edouard P. Genock, Robert G. Hufford, Walter I. Kisner and John G. Streiffert, Eastman Kodak; John W. DuVall and Wilton R. Holm, du Pont; Edward Furer, Producers Service Co.; Herman M. Gurin, NBC; Fred Hynes, Todd-AO; Warren R. Isom and Michael Rettinger, RCA; Frank L. Marx, ABC; John B. McCullough, Motion Picture Association of America, and Richard O. Painter, General Motors Proving Grounds.

After the presentations, Dr. William H. Pickering, director of the jet propulsion laboratory, California Institute of Technology, spoke on "Project Vanguard—The Earth Satellite." Dr. Pickering, chairman of the working group on tracking and computation of the earth satellite program, discussed the types of information which will be obtained from the proposed satellites to be launched by the U. S. in 1957-58. He also explained how scientists hope to get this information and the problems involved in gathering the data.

To Offer Three British Films in Package Deal

From THE DAILY Bureau

LONDON, Oct. 6 (By Air M Harry Norris, joint managing di of J. Arthur Rank Overseas Film tributors, Ltd., will go to New the middle of this month, taking him prints of three Rank pictur which he plans making a pa distribution deal. The films "Reach for the Sky," "A Town Alice," and "The Battle of the Plate."

Norris will join his chief, Davis, who is scheduled to arr New York on Oct. 15.

Board of PC

(*Continued from page* 1)

committee, Robert Rubin of mount, Ray Bell of Columbia Pi Paul Quinn of RKO Radio Pi and Sidney Schreiber, MPAA tary. Barney Balaban of Para Daniel T. O'Shea of RKO Radi tures, and A. Schneider of Col may also attend the conferenec.

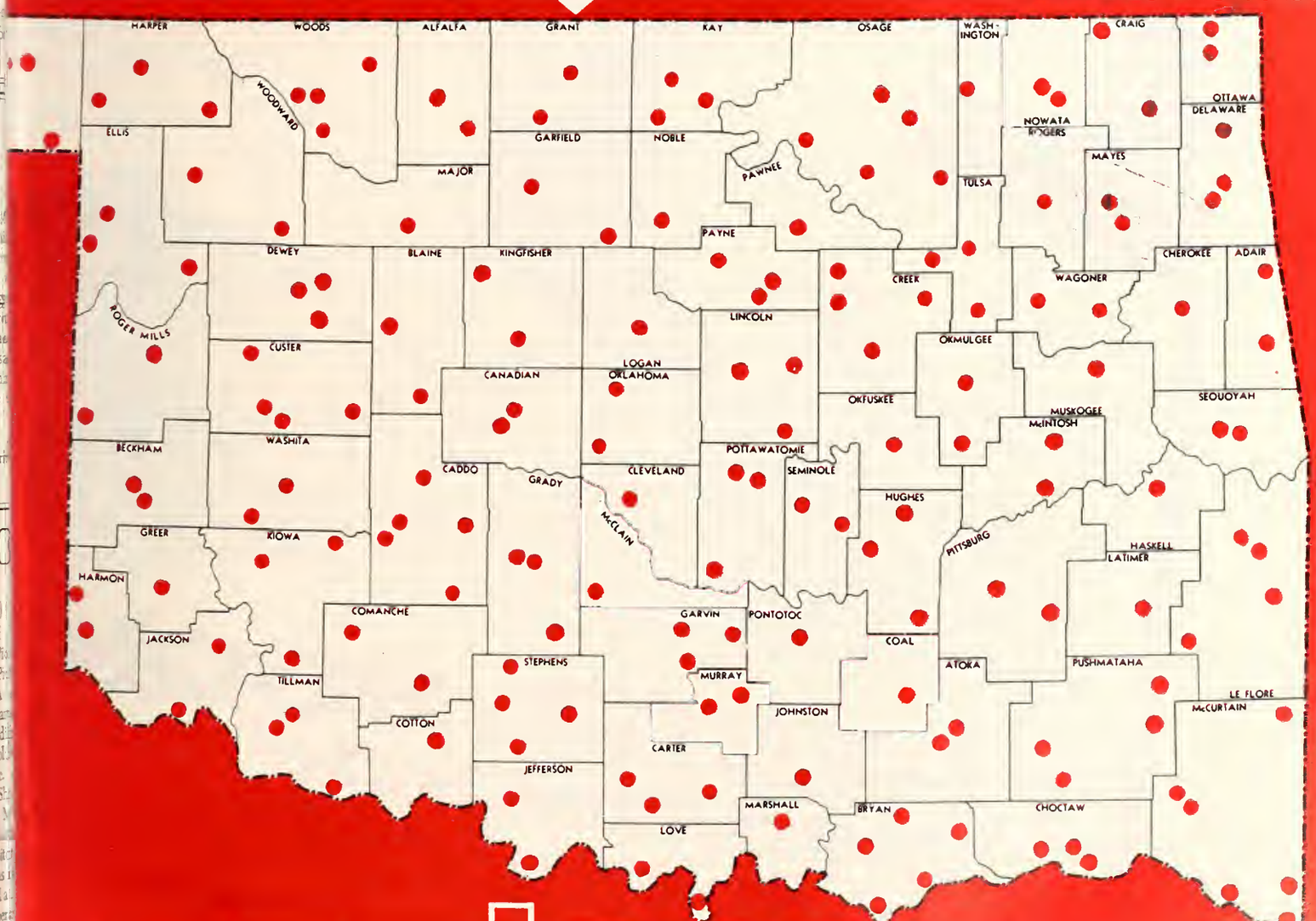
The sub-committee and Sh are expected to formulate the M directors approved plan to enla appeals board to include exhibit independent producers. It was ed that the sub-committee will a to have some sort of an oper program ready by the Nov meeting of the MPAA board.

W. M. Sphect, 59

ATLANTA, Oct. 9 — Willi Sphect, 59, for many years c row here as sales representati booker for major film exchang at his home here after many of illness.

HIS WEEK COLUMBIA'S 'REPRISAL' TARTS PLAYING 168 IMPORTANT ITUATIONS IN THE STATE OF KLAHOMA!

And we've already gotten more than 300 dates in DENVER, SALT LAKE, OMAHA, KANSAS CITY and DES MOINES!



RePRisal!

OUT OF A BEST SELLER . . .
STARTLING SCREEN DRAMA!

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Y MADISON · FELICIA FARR · KATHRYN GRANT with MICHAEL RAPE

Screen Play by DAVID P. HARMON, RAPHAEL HAYES and DAVID DORTORT · Screen Story by DAVID P. HARMON · From the Novel by ARTHUR GORDON

Produced by LEWIS J. RACHMIL · Associate Producer HELEN AINSWORTH · Directed by GEORGE SHERMAN

EXHIBITORS HAVE DEPENDED ON REPU

BOOK IT! EXPLOIT IT!

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BOXOFFICE PICTURES FOR 20 YEARS

...and Republic continues to deliver!

STRANGER AT MY DOOR
ZANZABUKU
THE MAVERICK QUEEN
DAKOTA INCIDENT
THUNDER OVER ARIZONA
A STRANGE ADVENTURE
LISBON

SCANDAL, INC.

ROBERT HUTTON • PAUL RICHARDS • PATRICIA WRIGHT

THE MAN IS ARMED

DANE CLARK • WILLIAM TALMAN • MAY WYNN

ABOVE US THE WAVES

JOHN MILLS • JOHN GREGSON • DONALD SINDEN

A WOMAN'S DEVOTION

TRUCOLOR by Consolidated Film Industries

RALPH MEEKER • JANICE RULE • PAUL HENREID

TEARS FOR SIMON

TRUCOLOR by Consolidated Film Industries

DAVID FARRAR • DAVID KNIGHT • JULIA ARNALL

ACCUSED OF MURDER

NATURAMA TRUCOLOR by Consolidated Film Industries

DAVID BRIAN • VERA RALSTON • SIDNEY BLACKMER

Columbia

(Continued from page 1)

were $2.28 for the period ended June 30, 1956, as compared with $4.40 for the previous period. The earnings per share of common stock after preferred stock dividends, for both the current year and the prior year, are based on the 1,067,327 shares outstanding on June 30, 1956.

Gross Business Total Not Given

The company provided no explanatory information, limiting itself to the foregoing only. Gross business for the past fiscal year was not disclosed nor were federal taxes or other data which is ordinarily included in an annual report.

Silent Stars to Attend Theatre Birthday Fete

LOS ANGELES, Oct. 9—The Carmel Museum Theatre, which a year ago converted to a programming policy under which current motion pictures and silent films dating back to Mabel Normand, Marie Dressler and other silent stars are shown, will celebrate its first anniversary on Nov. 1 with special ceremonies to which Mack Sennett, Mary Pickford, Bronco Billy Anderson, Jack Oakie, Ramon Novarro and other pioneer players will contribute their presence.

Exhibitor Charles Tarbox, who has made the unique policy successful, has engaged organist David Andrews to re-activate the $20,000 Wurlitzer organ installed when the theatre was built.

77 Book 'Rififi'

"Rififi," the French picture now at the Fine Arts Theatre here, will go into general release at 77 theatres in the New York metropolitan exchange area, including major circuit houses, Richard Davis, president of United Motion Pictue Organization, which is releasing the film, has announced. The film will be an English language version, Davis said.

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One Man's TViews

By Pinky Herman

ABC will launch a new tv series dealing with progress and research in medicine, industry and science, "Johns Hopkins File 7," which will originate starting Sunday, Nov. 11 (3:30-4:00 P.M.) at Johns Hopkins U. in Baltimore. Dr. Milton S. Eisenhower, prexy of the University, will appear on the first and several subsequent programs, the initial show dealing with "fear." . . . Erle Stanley Gardner has arrived in Hollywood to take in the filming by TCF of "The Case of the Moth-Eaten Mink" seg of the forthcoming "Perry Mason" series . . . NBCommencing Thurs., Jan. 10, the Toni Co. will co-sponsor "The Groucho Marx Show" alternating with DeSoto-Plymouth. . . . Arthur Storch who was picked from tv to do the "Sow-Belly Simmons" role in the off-Broadway drama "End As a Man," has returned from Hollywood where he portrayed the same part in the forthcoming Columbia Pictures version, starring Ben Gazzara. . . . Producer Walt Framer was rewarded with another "Big Payoff" (his sixth) when Mrs. Framer presented him with a 7 pound-10 ounce bouncing boy, Benn Lenard, last week at St. Joseph's Hospital in Far Rockaway.

☆ ☆ ☆

Jean Blake, who upon the death of George Blake last year, assumed the presidency of George Blake TV Enterprises, has done a remarkable job in guiding the firm to a leading position in but six years, among indie producers, currently servicing 22 advertising agencies. Bob Kingsley has been added to the producer-director staff. . . . CBSpokeswoman for Revlon on the "$64,000 Question" Evelyn Patrick will deliver similar chores on Revlon's new TVehicle, "Most Beautiful Girl in the World," which tee-vees off Monday, Oct. 22 (9:00-9:30 P.M.) on NBC. . . . Plans are now underway to star Frankie Laine in a non-singing role this winter. Although the warbler is being offered two Broadway dramas, he may accept an offer by British producer Peter Saunders to star in the London production of "Subway in the Sky," written by Ian Main. . . . Screen Cartoonists Local 841, in cooperation with Eastern producers of animated film cartoons, will hold their first annual Film Festival to be called "Animation One," Monday, Nov. 26, in the Grand Ballroom of the Hotel Pierre in New York.

Jean Blake

☆ ☆ ☆

Talented Hollywood actress Joyce Holden will be seen making her live tv debut next Monday on NBC, co-starring with John Hudson in Robert Montgomery's production of "The Pilgrimage." . . . Jayne Meadows and Chill Wills will co-host the telecast (8:00-8:30) over WABD of the world preem tonight of "Giant" at the Roxy Theatre for the benefit of Muscular Dystrophy Assn. of America. . . . Comic Peter Marshall has been signed as Paul Gilbert's "sidekick" in the Screen Gem teleseries, "Shore Leave," which is slated to roll next month with Harry Sauber, producing. . . . Joe Spivak, son of ork pilot Charlie Spivak, has just become a disk jockey at station WPTR, Albany, N. Y. . . . Under the supervision of Enoch Light, himself an accomplished musician, Paul Whiteman is currently recording an album for Grand Awards Records at Fine Sound, Inc. Titled "Paul Whiteman 50th Anniversary Album," the nostalgic item of musical Americana, features top-notchers Tommy & Jimmy Dorsey, Jack Teagarden, Johnny Mercer, Joe Venuti, Will Bradley, Charlie Margolies, Hymie Shertzer and many other members of Pops' original orchestra. This is a MUST for radio and tv station record libraries. . . . Siobhan McKenna, featured in the Equity Film, "Daughter of Darkness," and currently starring on Broadway in "Saint Joan," has been signed as femme lead in Producers Showcase production of Somerset Maugham's "The Letter," next Monday TVia NBC (8:00 P.M.).

☆ ☆ ☆

Elliott Arnold, story supervisor of the ABC-TV series, "Broken Arrow," has taken a week's leave from 20th Century-Fox TV Productions and flew to Europe on a special mission for the U.S. Air Force. On similar missions last year Arnold covered more than 75,000 miles and penned a tome, "Rescue," highlighting daring and dramatic chapters of the Air Reserve Service.

Will Ask SB

(Continued from page 1)

groups, said the results may b presented to SBA so that they issue directives pertaining to exhi solely." He also indicated that gressional legislation on this may be sought.

The exhibition figure pointe that while the SBA ruling "took tres off the blacklist," it "did far enough. If we could ope doors to small theatres who se receive governmental loans for gitimate purposes, then perhap vate lending institutions woul become more lenient in their de with theatremen."

Modernizing Favored

The SBA ruling in regard to t loans is just the same as that for to other small businesses, accord an SBA official here. He pointe that the only additional require are that theatres must be "four and must contribute to "eco health of their community." Th official also said that theatre o seeking small business loans for ernizing purposes can still be e for those loans, in many cases there is already a mortgage or theatres.

He explained that since SBA have collateral or a guarantee f loan it makes, the agency woul off a small existing mortgage in to get a clear title to a mortgage it could use as collateral.

Siegel Confirms

(Continued from page 1)

locally that he had been chosen position already, Siegel said: approached by New York re the presidency of Loew's, Inc. I am flattered by the presen there is a problem regarding my pendent producing company a obligations to it.

"All negotiations are in ab pending further talks."

The Loew's board of direc scheduled to meet next Wed and agree on a successor to Loew, whose resignation fro company presidency is to beco fective Nov. 15.

Arthur Loew to Ad Sales Meet in Chicag

Arthur M. Loew, president o ro-Goldwyn-Mayer, will addr company's U. S. and Canadia managers when they gather three-day sales meeting at the stone Hotel in Chicago.

Under Direction of Reag

Charles M. Reagan, vice-pr and general sales manager of M will conduct the sessions, whi begin Monday. Plans for ma new product, including "Teah the August Moon," as well as i dent productions to be relea M-G-M, will be discussed at t meeting, Reagan said. Loe speak on Tuesday.

Through the keyhole
. . . and how Alice got there
How to treat a body as so much smoke . . . thread it through a keyhole . . . materialize it as a living, breathing human being. A trick of course . . . compounded in optical and processing departments to confound and charm the public . . . developed by an industry that never fails to entertain. To aid in solving problems such as this, Kodak provides Eastman Motion Picture Film for every purpose . . . maintains the Eastman Technical Service for Motion Picture Film.
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RORY CALHOUN
BARBARA RUSH

FLIGHT TO HONG KONG

co-starring DOLORES DONLON

with SOO YONG · PAT CONWAY · WERNER KLEMPERER · MEL WELLES · PAUL PICERNI · ARAM KATCHER

Story by EDWARD G. O'CALLAGHAN and GUSTAVE FIELD · Screenplay by LEO TOWNSEND and EDWARD G. O'CALLAGHAN · Produced and Directed by JOSEPH M. NEWMAN · Associate Producer VICTOR M. ORSATTI

THRU
UA

WATCH TEXAS—SATURATION BOOKINGS SET FOR FIRST WEEK IN OCTOBER! PERSONAL APPEARANCE TOURS LAUNCH A GREAT CAMPAIGN! RORY CALHOUN...DOLORES DONLON

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

80, NO. 72 NEW YORK, U. S. A. THURSDAY, OCTOBER 11, 1956 TEN CENTS

nestically

th-Fox Will stribute CS klahoma!'

sts in 'South Pacific' Overseas Film Rights

ntieth Century-Fox has ac- domestic distribution rights to inemaScope version of "Okla-" and the foreign distribution to "South Pacific," from Magna e Corp., it was reported here lay following a meeting of the of directors of 20th-Fox.

rding to a 20th-Fox representa- he company would begin dis- n of "Oklahoma!" in February United States and Canada in ies where it will not conflict howings of the Todd-AO ver- the same film.

as also reported that 20th-Fox also substantially invest in the tion of Rodgers & Hammer- "South Pacific," which would ore the cameras by the end

(*Continued on page 6*)

is in Canada; Will ve in Chicago Today

Special to THE DAILY

NTREAL, Oct. 10.—John Davis J. Arthur Rank Organization here with his party from Lon- sterday. Although he could not hed for comment, a spokesman eon Theatres said Davis met unidentified persons in the l district of the city.

stioned on reports that the Rank is planning to establish its own ution organization in the United and possibly its own theatres,

(*Continued on page 3*)

, West, Officials leet Council Here

From THE DAILY Bureau

LLYWOOD, Oct. 10 — Ed n, president of the Screen Guild, West, and the entire e personnel, will attend the meeting of the national coun- he Writers Guild of America

Continued on page 3)

Schenck Proposed Siegel For Loew's Presidency

Sol C. Siegel was first proposed to the Loew's board of directors for president of the company to succeed Arthur Loew by Nicholas M. Schenck, chairman, it is learned.

Sol C. Siegel

Schenck's nominee is said to have met with an immediately favorable reaction by some directors, whereas others are described as having had some hesitancy over his lack of experience in Eastern administrative affairs, due to his concentration on production, in which he has a highly successful record.

Siegel confirmed in Hollywood this

(*Continued on page 2*)

U. S. Exhibitors Will Go To International Meet

Representatives of U.S. exhibition will attend the general convention of the Union Internationale de Exhibitor Cinematographique which will be held in Lausanne, Switzerland, Nov. 22-23, it was reported here yesterday.

Theatre Owners of America and Allied States Association are both members of the global theatre association. TOA's representative to UIEC

(*Continued on page 2*)

SBA Official Will Speak On Loans to ITOA Here

Arthur E. Long, regional director for the Small Business Administration, will discuss the recent SBA ruling on loans to theatres on Oct. 18 at the membership meeting of the Independent Theatre Owners Association at the Sheraton Astor Hotel here.

Long, who covers New York State, Connecticut and Northern New Jersey, will talk on theatre eligibility for loans and how to apply for them.

Nick Pery Resigns Post With Col. International

Nick Pery has resigned as vice-president and European managing director of Columbia Pictures International, effective Nov. 9, to go into independent motion picture production, it was announced yesterday by Lacy W. Kastner, president of Columbia International.

Pery has been with Columbia for 22 years in various executive positions. In recent years he has been in overall charge of all of Columbia's offices in Continental Europe and the Middle East, as well as of all of Columbia's production activities in Continental Europe.

Pery said that it "is with a deep sense of regret" that he will leave Columbia, explaining that "my reasons are so compelling that I cannot do otherwise." He said that his future plans will be announced at a later date.

Angel Reports on Trip

Says Top British Films Should Have Single U. S. Distributor

By PETER BURNUP

LONDON, Oct. 6 (By Air Mail)—The establishment in New York of a central information bureau for British films was advocated by producer Daniel M. Angel, in a press interview following his return here from New York, where he attended the convention of the Theatre Owners of America. Angel feels also that big British films should go through fewer distributors in the U. S.

Some American exhibitors, said Angel, had reported to him that distributors in some cases lost interest in a picture if it didn't catch on at the outset.

"That is why I think it is imperative that there should be fewer distributors handling our top product," said the British producer. "Our seven to ten top offerings annually should go through one distributor."

Angel counsels that the distributor of a top subject should go out forthwith after the circuits. "If you have faith in a big picture, go out for the

(*Continued on page 6*)

For Theatres

Won't Cover Mortgages in SBA's Loans

Funds for Modernizatiou Only, Official Contends

By J. A. OTTEN

WASHINGTON, Oct. 10 — The Small Business Administration's loans to "four-wall" theatres would be made purely for the purpose of modernizing the theatre, and not for the purpose of paying off an existing mortgage, an official of the SBA stated here today.

"The only kind of mortgage which we might refinance," he said, "is if refinancing is incidental to the overall loan and is to get clear title to the collateral."

In a case where the owner of a mortgaged theatre applied for a loan to modernize, the official went on, if the greater proportion of the loan was for refurbishing and if the property was already encumbered by a small mortgage, "we might retire the mortgage so that we could clear the

(*Continued on page 2*)

'Giant' Bow Contributes $40,000 to Charity Unit

The world premiere of George Stevens' production "Gaint," at the Roxy Theatre here last night, contributed more than $40,000 to Muscular Dystrophy Associations of America, Inc., for whose benefit the Warner Bros. opening was held. The event was attended by a crowd of nearly 6,000

(*Continued on page 3*)

Ryder Tells SMPTE Of New Sound Device

From THE DAILY Bureau

HOLLYWOOD, Oct. 10—Automation will bring about big improvements in production techniques, but will not result in employment displacement, Loren L. Ryder, Paramount studio technical department head and inventro of VistaVision process, told delegates to the convention of the Society of Motion Picture and

(*Continued on page 3*)

PERSONAL MENTION

HARRY COHN, president of Columbia Pictures, returned to the Coast last night from New York.

•

LACY W. KASTNER, president of Columbia International, will leave New York today for London via B.O.A.C.

•

WILLIAM J. HEINEMAN, United Artists vice-president in charge of distribution, will leave here today for Montana.

•

LEW WASSERMAN, president of Music Corp. of America has returned to New York from Europe.

•

NAT LEVY, Eastern sales manager for RKO Radio, left here yesterday for Gloversville, N. Y.

•

SY BARTLETT, producer, will return to New York from Spain on Monday.

•

ARMOND DEUTSCH, producer, will arrive here on Monday from the Coast.

•

STEPHAN MITCHELL, producer, will return to New York today from London via B.O.A.C.

Columbia to Use Shorts For Nation-wide Contest

A star identification contest aimed at stimulating the box office has been incorporated into a series of ten color short subjects by Columbia Pictures, it was announced yesterday by Maurice Grad, the company's short subjects sales manager.

Called "Guess ? Who," the contests will be featured in "Screen Snapshots," a one-reel series which is entering its 36th consecutive year, Grad said. Patrons will be asked to identify film stars, who will appear in disguise in several scenes in each "Snapshots" release.

Contestants will send their identifications to Columbia in Hollywood, accompanied with their choice of a favorite motion picture star and a letter of 100 words or less explaining why. One national winner will be selected with each "Snapshot" release, winning a free week's trip to Hollywood.

No Paper Tomorrow

MOTION PICTURE DAILY will not be published tomorrow, Oct. 12, Columbus Day, a legal holiday.

N. M. Schenck

(*Continued from page 1*)

week that "New York" had talked to him about the Loew's presidency but added that questions concerning his obligations to his independent producing company prevented an immediate decision.

Loew's resignation is effective Nov. 15 and is scheduled to be acted upon by the company's board of directors at its meeting next Wednesday.

U. S. Exhibitors

(*Continued from page 1*)

is Myron N. Blank and Allied States' representative is Julius M. Gordon, both of whom attended the last meeting of UIEC in Rome last year.

Among the other countries who will send representatives to Switzerland for the convention are Germany, Belgium, Holland, Spain, Great Britain, France, Israel, Italy and Sweden.

Universal Dividend

The board of directors of Universal Pictures has declared a quarterly dividend of $1.0625 per share on the 4¼ per cent cumulative preferred stock of the company. The dividend is payable Dec. 1 to stockholders of record at the close of business on Nov. 16.

Allied Officers Hold Special Meeting Here

A meeting of the top officers of Allied States Association took place here yesterday at which time a number of current industry topics, including the Allied forthcoming convention, was discussed, it was reported.

Attending the conference in the offices of David Snaper Theatres were Rube Shor, Allied president; Ben Marcus, and Wilbur Snaper, members of the executive committee and both past presidents of the organization; Jack Kirsch, chairman of the Allied Emergency Defense Committee, and Irving Dollinger, treasurer.

Shor, who recently was released from a Cincinnati hospital, where he was a patient for a few days, declined to comment on the meeting, saying he is in New York for a "rest." However, it was reported that the Allied officers discussed the possibility of setting up a meeting with COMPO or its committee, headed by Emanuel Frisch, to attempt to "reconcile differences."

Loans of SB

(*Continued from page 1*)

title to the collateral." SBA v not clear a mortgage, he said, for the purpose of transferring it the present mortgagee.

As a hypothetical case he ci theatre owner applying for a $3 loan. If the building was \$200,000, he said, and the th owner owed $25,000 on his mort SBA would lend him $55,000. O $30,000 would be for moderniz and $25,000 would be to retir mortgage.

Avoids 'Low Liquidating Val

There might even be a case official said, where SBA might a second mortgage on a theat order to guarantee the loan. pointed out, however, that "th have a fairly low liquidating for loan purposes" and that the gage would be below the replace cost of the theatre.

The official said that SBA v have to decide on an individual all loan cases where there w existing mortgage on a theatre.

Where there is a substantial gage on a theatre, he declared, generally would feel that other were available to that theatre that the agency, under its rules not grant a loan. He went on t however, that in cases where a gage could not be cleared, it be possible for SBA to make a using as collateral a chattel mor on the theatre equipment or a gage on other real estate hel the theatre owner.

Some Without Collateral

It would also be possible, wh mortgage can't be cleared, for a tre owner to get a small SBA p ipation loan without collatera said. Under those circumstance explained, a bank pays part o loan and SBA pays the rest. would pay $15,000 or 75 per ce the loan—whichever was the l figure. If the bank is satisfied the future prospects of the th the official stated, SBA would a the bank's recommendation and grant the loan without collate

SBA will also grant loans to p who lease theatres, the official SBA may place a chattel mo on the theatre equipment, he or may mortgage other real belonging to the theatre lessee. would also be a participation

Honor DeMille Toda

Cecil B. DeMille will be hono a luncheon to be held at the N politan Club here today. Gro Whalen, chairman, will accord t to DeMille as producer of mount's "The Ten Commandm

MOTION PICTURE DAILY, Martin Quigley, Editor-in Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. W Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope William nup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturday days and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York N. Y., under the March 3,1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

PEOPLE

A. Kamath has been named r of Warner Bros.' office in k, Thailand, it is announced fe Cohen, president of Warner tional. E. D'Souza, former r in Bangkok has been re- d as manager of the company's n Indonesia.

□

les Kontulis has been elected nt of the Stanley Warner Club annual meeting held at the ffice. Other officers are: vice- nts, Harriett Pettit, Stanley , Etta Rodoff, Fred Stengel and Sherwood; treasurer, John T. ; secretary, Stuart H. Aarons.

□

n L. Friend, president of Tele- lm Studios, Chicago, has added staff Bryan Wright, as produc- pervisor; Jack L. Richards, as ameraman, and Stan Vrba, as anager.

□

iam P. Lowden, Du Pont x-ray ts technical representative for n New York with headquarters falo, has been transferred to as technical representative for ire line of Du Pont x-ray, mo- cture, press, portrait, and in- l photographic products. He ver Colorado, Wyoming, and lexico.

□

ge Nelson, publicist and for- wsman, has joined the national relations firm of Cleary- & Irwin as vice-president in of Eastern operations.

□

rt Goldman, projectionist at ncon Hill Theatre, Boston, will alled Commander of the Lt. non Macaulay Post No. 270, eatrical Post of the American on Nov. 20 at Blinstrub's Vil-

s in Canada

(Continued from page 1)

al official said he hadn't heard such plans.

s stayed here briefly, flying last o Toronto. He will then go to o tomorrow and on to New ext Monday. He is due back in n Oct. 23. He is accompanied enneth Hargreaves, Kenneth es and Harry Norris of the listribution organization.

e' Has Premiere

CINNATI, Oct. 10—With Doris ppearing on the stage of the lbee in person, following three f a comprehensive home-com- edule here, "Julie," produced ndently by Martin Melcher for release, had its world pre- here tonight for a benefit au-

'Giant' Bows

(Continued from page 1)

including industry figures and celebrities. "Giant" begins its regular run this morning at the Roxy.

The opening was covered by more than 60 critics and reporters representing that many papers from 27 cities as far west as St. Louis. The premiere was filmed by the Ed Sullivan tv show for telecast next Sunday and by every television newsreel. The event was also telecast locally, live, from the lobby of the Roxy via WABD-TV with Chill Wills, who starred in "Giant," as master of ceremonies, and Jayne Meadows as mistress of ceremonies.

Ryder Tells SMPTE

(Continued from page 1)

Television Engineers at the Ambassador Hotel this afternoon. Ryder stressed refinements in sound-recording, mentioning for the first time a new device that, he said, "remembers what was done during rehearsal and plays this information back."

Ryder, who is a former SMPTE president, presided at an evening session on color.

Edward W. Templin, electronic design supervisor for the Westrex Corp., made a strong case for multi-channel sound, saying, "Music and other effects which pictorially are spread all over the screen should have their associated sounds similarly distributed."

He said this requires using as many as seven channels, but added that the cost becomes an important factor in this operation.

A paper by Robert E. Gottschalk, president of the Panavision Corp., which was to be read today, will be given Friday evening instead, at the M-G-M studio. Gottschalk will demonstrate the reverse anamophoser for drive-ins which have extra long throws requiring, otherwise, extra long lenses which do not yield a bright screen image. The Gottschalk lens, it is said, will enable exhibitors to use a shorter lens and get a superior image on the screen.

SWG Group to N. Y.

(Continued from page 1)

in New York on Friday and Saturday. Among the matters likely to come up for discussion is SWG's differences with Mike Todd concerning writer credits to be given for "Around the World in 80 Days," which began with arbitration proceedings and progressed through the Guild's 'placement of Todd on its unfair list and Todd's launching of a Superior Court suit against writer James Poe and former Todd treasurer Bernard J. Reis, charging conspiracy to influence the arbitration board.

As Todd is not a signatory to the SWG basic contract with producers, the Guild-Todd controversy, widely aired in the press, has been regarded in the trade here primarily as fostered by the producer for publicity purposes.

Red Chinese Like 'Tulip'

By A. C. PINDER

TOKYO, Oct. 7 (By Air Mail)—The biggest thing to hit Red China since the revolution was Gina Lollobrigida in "Fanfan the Tulip," which has been packing them in ever since it hit the Communist motion picture theatres.

The Chinese on the mainland are starved for Western films as was proven when the Italian "Bicycle Thief" was released in 1955 and drew huge crowds as the first new Western film since 1949 to play on the mainland.

Little Chance for U.S. Films

There is little chance of new American films getting in with both the Red and the U.S. Government's opposing such a move. But of late the Communist Chinese have brought in two Danish films, the first ever shown in China, "Story of My Life," a biography of Hans Christian Andersen, and "Steadfast Tin Soldier," one of his fairy tales in color.

A West German film, "Heart of the World," the story of Baroness Bertha von Suttner, has been dubbed in Chinese and is also being shown.

This last summer also saw over 2,000,000 Communist ticket buyers when five Japanese films were shown for two weeks in 10 Communist Chinese theatres in 10 different cities. These films were handpicked and devoted to the seamy side of life in Japan with the exception of one made by a Leftist Japanese company which was a musical devoted to classical music.

Reds Call It "Decadent'

This latter film was criticized by Japanese Communist Party members as "deeadent" to which the producer replied that he was going broke making propaganda films and wanted to recoup his losses with a picture that the public would like.

Johnston to Budapest For Iron-Curtain Study

Special to THE DAILY

BONN, Germany, Oct. 10.—Eric Johnston, president of the Motion Picture Export Association, left here today for Frankfort where he will emplane for Budapest on the first leg of his Iron Curtain film survey.

Johnston, while here, conferred with Chancellor Adenauer, Secretary of State Halstein, and Minister of Economics Erhard.

Livingston to NBC

HOLLYWOOD, Oct. 10—Alan W. Livingston, former executive vice-president of Capitol Records, and more recently president of California National Productions, subsidiary of NBC, has been named by the network to head television programming at the NBC studios here.

. . . NEWS ROUNDUP

Urges Ticket Tax Cut

A decrease of 50 per cent in the amusement tax was urged by Mayor Richardson Dilworth in presenting the city budget to Philadelphia's City Council. Dilworth said that this tax had shown a steady reduction due to decreased patronage. A drop of $1,200,000 would result from reduction of the 10 per cent tax to five per cent.

■

AAP Sales Meet Today

A two-day sales conference of field representatives of the Associated Artists Productions has been called for by Bob Rich, general sales manager, for today and tomorrow at the Hotel Gotham here. AAP distributes Warner Bros. features and cartoons and "Popeye" cartoons to television.

■

Presley Cut-Out for Para.

What is said to be the "largest cut-out figure ever erected above a theatre marquee" will be installed at the Paramount Theatre here starting next week. It is a giant, 40-foot likeness of Elvis Presley, star of 20th Century-Fox's "Love Me Tender," which will open at the theatre later this fall.

■

Speed Record for Filmack

A speed record for producing a one-minute film commercial in less than 48 hours was claimed this week by Filmack Television Studios here. The job was received at 9 A.M. on a Monday from Cities Service through Ellington & Co. and by 6 P.M. Wednesday a 35mm release print was on the air, according to Don Mack, vice-president and tv sales manager of Filmack.

■

Preminger Returning Here

Producer Otto Preminger will return here tomorrow from London, where he completed the European phase of his global search for a young actress to play Joan of Arc in his United Artists film of Bernard Shaw's "Saint Joan." He will announce the winner of the contest on the Ed Sullivan television show Sunday, Oct. 21.

Murrow Off CBS Board

The Columbia Broadcasting System, Inc., yesterday announced the resignation of Edward R. Murrow as a member of its board of directors. In his letter of resignation Murrow stated:

"As you know, I am in the process of negotiating a new and possibly long-term employment contract with CBS. It seems to me inappropriate that I should remain a member of the board while these negotiations are in progress. . . ."

FROM THE NOVEL BY
EDNA FERBER

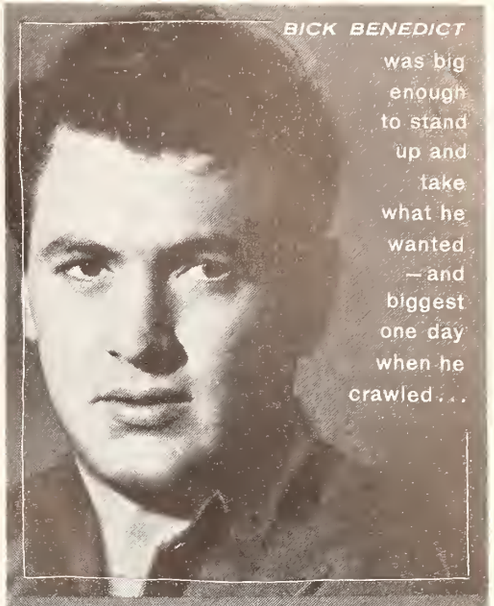
PRESENTED BY WARNER BROS. IN WARNERCOLOR STARRING

ELIZABETH TAYLOR · ROCK HUDSO

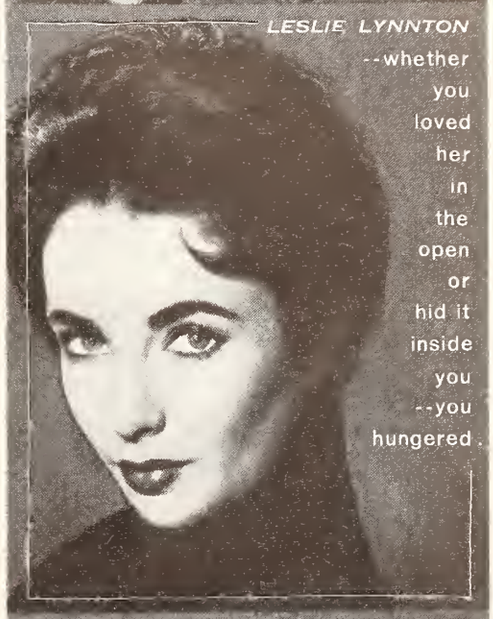
WITH DENNIS HOPPER • JUDITH EVELYN • PAUL FIX • SCREEN PLAY BY FRED GUIOL AND IVAN MOFFAT • MUSIC COMPOSED AND CONDUCTED BY DIMITRI TI

THIS IS ONE OF THE ADS IN THE SWEEPING GIANT CAMPAIGN. IT
APPEARS IN LIFE ON STANDS OCT. 18 AND IN LOOK ON STANDS OCT. 30

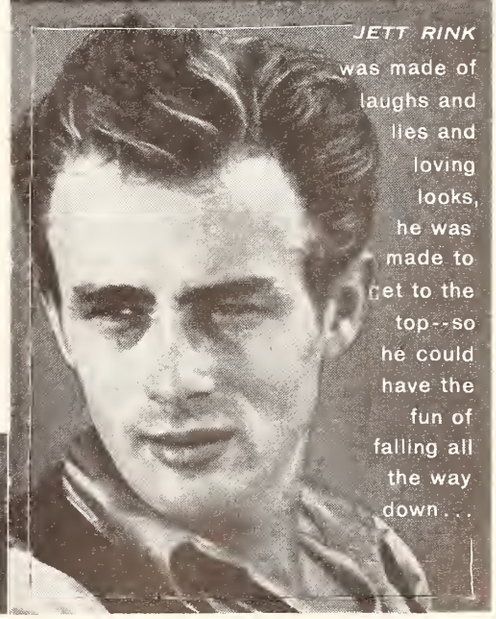
A picture of proud people, a love story, a cavalcade--
onflict of creeds--a personal drama of strong longings--a
story of big things and big feelings --This is GIANT!



BICK BENEDICT was big enough to stand up and take what he wanted —and biggest one day when he crawled...



LESLIE LYNNTON --whether you loved her in the open or hid it inside you --you hungered.

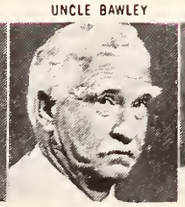


JETT RINK was made of laughs and lies and loving looks, he was made to get to the top--so he could have the fun of falling all the way down...

ROLL BAKER AS BENEDICT II

JANE WITHERS AS VASHTI SNYTHE

CHILL WILLS AS UNCLE BAWLEY



MERCEDES McCAMBRIDGE AS LUZ BENEDICT

DENNIS HOPPER AS JORDAN BENEDICT III

SAL MINEO AS ANGEL OBREGON III

AMES DEAN

AND PRESENTING **CARROLL BAKER** · ALSO STARRING **JANE WITHERS · CHILL WILLS MERCEDES McCAMBRIDGE · SAL MINEO**

CED BY GEORGE STEVENS AND HENRY GINSBERG · DIRECTED BY GEORGE STEVENS PRESENTED BY WARNER BROS.

HE TIME HAS COME FOR GIANT. IT HAS JUST OPENED AT THE ROXY, N. Y.
IEXT WEDNESDAY GRAUMAN'S CHINESE, L. A. THE CHICAGO, CHICAGO,
CTOBER 25 AND THE METROPOLITAN, BOSTON, NOVEMBER 1.

National Pre-Selling

"WAR and Peace" is the recipient of considerable promotion in the Oct. 16 issue of "Look." An eye-catching, two-page spread in full color is devoted to this Paramount film. An artist's impression and location photos of the Battle of Borodino are reproduced in sparkling colors.

The motion picture editor sums up by saying, "All honor must go to those who had a part in re-creating 'War and Peace,' especially to director Vidor and English cinematographer Jack Cardiff, who proves for all time that film photography can produce a truly distinguished work of art."

•

"Friendly Persuasion," among other top films of the fall season, is highlighted in the October issue of "Woman's Home Companion."

•

"Tea and Sympathy" receives a good review in the Oct. 8 issue of "Life." The review occupies the major part of three pages and is illustrated with photos made on the production sets.

•

"The Pride and Passion" will get a substantial plug in the Oct. 20 issue of "The Saturday Evening Post" by reason of a personality story on the film's female star, Sophia Loren.

•

"The Brave One" is reviewed and recommended by Florence Somers in the October issue of "Redbook." She reports it is a story of "Leonardo," a young Mexican boy who cherishes a rather unusual pet, a bull—not a Ferdinand who is docile and likes to smell flowers, but a real fighter. He took him to school with him to kneel for the blessings of the animals.

Under the loving care tendered him, the bull grew strong and handsome, but Leonardo failed to realize that such a fine animal must fight in the bull ring.

This picture has a happy ending and we also recommend it highly.

•

"Secrets of the Reef," reports Ed Miller in the October issue of "Seventeen," "is a uniquely beautiful movie about creatures that live in the sea. Three years in the making, filmed in the Bahamas and at Marineland, Fla., it records a fantastic world in vivid color. Myriad underwater inhabitants—from the courting octopus and the Moray eel to infant sea horses—are seen in their continuous fight for life."

WALTER HAAS

REVIEWS:

Between Heaven and Hell

20th Century-Fox—CinemaScope

THERE IS much box office potential in David Weisbart's production of this "love-and-war" story. The direction by Richard Fleischer is dynamic and the cast is top-notch. Even Robert Wagner, who is having trouble finding his acting niche, does his best job so far in the role of an uncertain and unhappy World War II doughfoot. The support is very good all the way down the line.

Photography and landscaping, in CinemaScope and De Luxe color, are fascinating, full advantage being taken of CinemaScope's qualities for framing vast stretches of terrain and for following extensive action across big spaces. War pictures are a natural for the wide screen, and this war, in which there is plenty of fighting, blood and brutal death, is handled with commendable restraint.

Wagner plays the part of a young Southern landowner who is oppressive with his sharecroppers. When his National Guard unit is called into active service at the outbreak of World War II, he regretfully leaves his beautiful wife, played by Terry Moore.

Wagner slowly learns respect for the sharecroppers in his unit as war brings out the worst and the best of all involved. He finds his own self wracked by alternating fits of irresolution and trembling hands and moments of great courage. When a panicky officer shoots three of his own squad, Wagner goes into a rage and assaults him with a rifle butt.

He escapes a court-martial because of the circumstances and his distinguished service. He is transferred to a front-line outpost, where he meets Broderick Crawford, a cowardly officer who has discarded his insignia and refuses to be saluted for fear that enemy snipers will get him. Another humble sharecropper rises to such noble heights in battle that Wagner loses the last of his feudal attitude. Wounded and a hero at picture's end, Wagner starts for home knowing that "things will be different in the South."

Running time, 94 minutes. General classification. For October release.

GUS DALLAS

Wee Geordie

George K. Arthur

THE MOST salable attractions of this homespun tale from the British Isles are two of its stars—Alastair Sim and Norah Gorsen Sim needs no more exploitation than a prominent place for his name on the playbill, and he turns in his usual bright and expert characterization. His portrayal of the bemused Scottish laird is the sparkling highlight of the film, but the character has little to do with the movement of the story.

Norah Gorsen is a new face, but what a face! She is one of the most beautiful young redheads to appear on the color screen this season.

"Wee Geordie" is a tiny boy, the son of Laird Sim's game keeper, who is laughed at by the other schoolboys until he subscribes to a correspondence physical culture course. The years pass and the tiny boy grows into the largest, tallest, strongest man in the Highlands and actor Bill Travers takes over the role handsomely.

The correspondence course instructor suggests that Travers make some practical use of his muscles, such as throwing the hammer. He does this so well that the Olympic committee takes him to Australia as a member of the 1956 British team. He becomes homesick on the way, never having left the glen before, until he meets a Danish lady shot-putter, played by buxom Doris Goddard.

Travers wins the hammer throw at the games and wildly embraces Miss Goddard on the field. The games announcer broadcasts all the passionate details to the radio audience, including Miss Gorsen, his sweetheart, and the rest of the folks at home. Travers can't understand the cold shoulder he receives at his homecoming, but his naive charm and brawny big arms soften the beautiful Gorsen for a clinch ending.

The color and photography are well done. However, the slow and homely type of humor which the British appreciate and which "Wee Geordie" follows may seem a little too pedestrian for the American audience. Sidney Gilliat and Frank Launder produced, with Launder directing.

Running time, 94 minutes. General classification. October release.

G. D.

'Oklahoma!

(*Continued from page* 1)

of the year in both the Todd-AO CinemaScope processes. The 20th-executive said that Magna Thea would retain the domestic distribu rights to "South Pacific" with 2 Fox securing the foreign releas rights under the agreement. It reported that close to $5,000,00 involved in both agreements.

The foreign distribution rights "Oklahoma!" had been acquired mid-summer by RKO Radio Pict from Magna Theatres.

The 20th-Fox directors, besides cussing internal business, also ferred on the proposal to sell pre-1948 films to television, it reported. The company has thus sold 52 features to National Tele Associates.

An announcement confirming 20th-Fox agreement with Ma Theatres is expected on Monday w George Skouras, Richard Rodgers Oscar Hammerstein will hold a p conference.

Angel Reports on Tri

(*Continued from page* 1)

big houses. You can always get art houses on the way," is what A says.

His reading of the situation is things improve every day for g British product in America. He mates that a successful British ject can now gross £700,000 £800,000 ($1,960,000 to $2,240,0 in art houses alone, against £200,000 to £400,000 ($560,00 $1,120,000) which prevailed a or so ago.

But Angel is playing for big t He feels that a picture of the cal of "Reach for the Sky" is entitle some of the 85 per cent of the of the American market earned the five circuits. He said that T delegates who were shown this during their convention declare to be not just for art houses but theatres in big cities. Sam Rose the Stanley Warner circuit, said A is ready to book it round his e circuit.

'W & P' Opening Abro

London and Paris openings "War and Peace" are being sched for next month, Charles Boasberg, pervisor of world-wide sales at P mount Pictures, for the Ponti-De rentiis production, reported here o return from Europe. Openings other European countries will be layed until January or February cause of the time required for bing, Boasberg added.

Collier Seeks FCC No

The Crowell-Collier Publishing yesterday filed an application, thr its wholly owned subsidiary Co Broadcasting Co., with the Fed Communications Commission in W ington, D.C., for approval of acquisition of Consolidated Tel sion and Radio Broadcasters, Inc

iant Celebrities Attend "Giant" Bow

GIANT ARRAY of internationally famed celebrities were among the more than 6,000 people who filled the Roxy Theatre last night for the glittering benefit World Premiere of George Stevens' production, GIANT, from the novel by Edna Ferber, for Warner Bros. presentation. Tickets were scaled from $5 to $100 for the event, with proceeds going to Muscular Dystrophy Associations of America, Inc. Premiere, which was given elaborate tv, press, radio and newsreel coverage, attracted thousands of celebrity-seekers who jampacked the streets surrounding the Roxy Theatre for hours before the activities started. Picture was ushered into the theatre with one of the greatest barrages of advance publicity ever accorded a motion picture. Elizabeth Taylor, Rock Hudson and James Dean star in the WarnerColor production which was directed by George Stevens.

Benjamin Kalmenson (left), Warner Brothers executive vice-president; Moe Silver (center), Stanley Warner Corp. executive, and Jack L. Warner, president of Warner Brothers, attend the opening festivities at the Roxy.

Semenenko, member of the Warner Brothers board of directors, and fe were among those at the premiere, which drew a veritable galaxy ebrities.

George Stevens, Jr.; George Stevens, producer-director of "Giant," from the Edna Ferber novel, and Dimitri Tiomkin, composer of the musical score for the picture.

Hudson, who stars in "Giant" in the role k Benedict, here is shown with Mrs. Hudthe theatre lobby prior to the start of the mance.

From left to right: Roy Haines, Warner Brothers general sales manager; Mrs. Haines, Mrs. Lapidus and Jules Lapidus, WB eastern and Canadian division sales manager.

Samuel Rosen (left), Stanley Warner executive vice-president, and Mrs. Rosen are here pictured at the premiere with Barney Balaban, president of Paramount Pictures. (Advt.)

COLUMBIA'S BOX-OFFICE BOOM!

THE COMPANY THAT GAVE YOU

"ROCK AROUND THE CLOCK"

NOW BRINGS YOU ANOTHER TREMENDOUS EXPLOITATION EXPLOSIVE!

THE SONGS...THE STARS...

The SENSATIONAL Story of THE HOTTEST DANCE CRAZE THAT EVER SET THE WORLD ABLAZE!

starring

PEREZ PRADO
(The King of the Mambo)
and His Orchestra

MARY KAYE TRIO

HELEN GRAYCO

LUIS ARCARAZ
and His Orchestra
(Featuring Lucerto Barcenas)

MANNY LOPEZ
and His Orchestra

with

STEVE DUNNE · ALIX TALTON

SYLVIA LEWIS · DANTE DePAULO

JOSE GONZALES GONZALES

A CLOVER PRODUCTION

Written by JAMES B. GORDON · Produced by SAM KATZMAN · Directed by FRED F. SEARS

Get on the BOOM-wagon!
It's headed your way from Columbia!

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

80, NO. 73 NEW YORK, U. S. A. MONDAY, OCTOBER 15, 1956 TEN CENTS

rlock Says:

MPP Urged o Cut Down lm Violence

ld Bring Increase in ily Acceptance Abroad

By LESTER DINOFF

Association of Motion Picture ers in Hollywood has been to reduce the violence in Ameri- otion pictures "so that our prod- uld attain much larger family ance abroad," Geoffrey Shurlock, resident and director of the tion Code Administration, said t the weekend.

rlock, who was in New York for ys of conferences with the Mo- icture Association of America's mmittee on the Production said that he made this recom- tion to the producers following urn from Europe a number of ago.

administrator of the Code said e came to New York to confer Ken Clark, Sidney Schreiber, Rubin, Ray Bell and Paul concerning preparation of a re-

(*Continued on page* 4)

n. Sells Films to for TV Showing

onal Telefilm Associates over eekend acquired from Para- the rights to six features and tory properties for television, ing to Oliver A. Unger, execu- ce-president of NTA. The ac- aves Universal Pictures as the major production company has not yet released any

(*Continued on page* 4)

ne, Kreuzer Look he Past and Future

From THE DAILY Bureau

LLYWOOD, Oct. 14—John G. , retiring president of the So- of Motion Picture and Televi- ngineers and the newly-elected nt, Barton Kreuzer, lauded the es to the organization's 80th

(*Continued on page* 2)

Develop New Ad-Pub Plan

The Advertising and Publicity Directors Commmittee of the Motion Picture Association of America will develop a new promotional plan based on the Academy Awards, for presentation at the "summit" conference of top company executives here Thursday it was announced following a meet of the group at the weekend. The "summit" meeting will be held in the De Witt Clinton room of the Columbia Club.

Roger Lewis

The advertising and publicity directors also elected Roger H. Lewis, national director of advertising, publicity and exploitation for United Artists, as chairman of the MPAA committee for the coming year, suc-

(*Continued on page* 4)

ABPC Will Open Third TV Station in England

Associated British Pictures Corp., Ltd., will shortly open its third television station in England, according to C. J. Latta, ABPC managing director, who arrived here at the weekend from London.

Latta also said that Warners "has

(*Continued on page* 5)

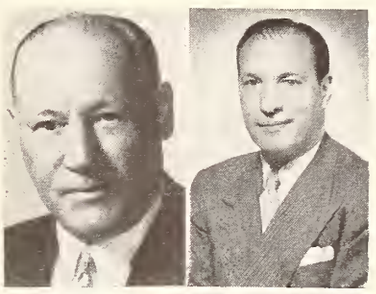
COMPO Announces Acceptance

Goldenson, Rhoden Head Awards Drive

Expect Almost 10,000 Theatres Will Take Part in 2nd Audience Campaign

Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, Inc., and Elmer C. Rhoden, president of National Theatres, have consented to act as co-chairmen of the industry's second annual Audience Awards campaign, in which the public will vote for the best picture of the year, the best performances and the most promising new players.

Announcement of the two industry leaders' acceptance of the posts was made at the week-end by Sam Pinanski and Robert W. Coyne, members of the Governing Committee of the Council of Motion Picture Organizations, which sponsors the campaign.



E. C. Rhoden L. H. Goldenson

Rhoden acted as the chairman of last year's Audience Awards campaign, in which 6,500 theatres participated

(*Continued on page* 2)

Embargo on U. S. Film Is Lifted in Burma

The two-month embargo on U. S. films in the Burmese market has been lifted, with American distributors assured of a "virtually free" remittance arrangement and a "very liberal" allocation plan, a representative of the Motion Picture Export Association reported over the weekend.

Irving A. Maas, vice-president of MPEA, who has been in Rangoon for the past few weeks, wired the organization's headquarters that agreements have been reached with the Burmese government which will allow an import of 2,100,000 feet of film from the seven major companies operating in Burma. The five biggest independent Burmese import-distributors will also be allowed 200,000 feet each, which will benefit the U. S. distributors without operating offices in that country.

The details have not yet been worked out as to specific divisions of

(*Continued on page* 5)

Television Today

IN THIS ISSUE PAGE 6

► In Our View—Emphasis is laid on the necessity of the industry policing itself against the sharp-shooters who use the medium for phony advertising.

► Spotlighting the News in Television Today.

► Passing in Review—The week's highlights in shows.

FTC Unit Will Monitor Radio, TV Advertising

From THE DAILY Bureau

WASHINGTON, Oct. 14—The Federal Trade Commission late last week announced the formation of a new investigating unit to monitor television and radio advertising in an effort to eliminate false and misleading claims in broadcast commercials. T. Harold Scott has been appointed to head the unit.

Television Today..

The commission stated that its attorneys in eight field offices of the FTC will assist, on a part-time basis, in the monitoring of the programs.

PERSONAL MENTION

JACK L. WARNER, president of Warner Brothers, returned to the Coast over the weekend from New York.

•

DARRYL F. ZANUCK, vice-president of 20th Century-Fox in charge of production, left here on Saturday via B.O.A.C. for Grenada, B.W.I.

•

E. S. GREGG, president of Westrex Corp., left New York on Friday for Cuba and South America.

•

WALTER WANGER arrived in New York from the Coast on Sunday.

•

CHARLES FRANKE, Paramount trade press contact, is in Tennessee from New York for a week of fishing.

•

JOE WOLHANDLER, vice-president of Rogers & Cowan, is the father of a boy born to MRS. WOLHANDLER in French Hospital.

•

HAROLD HECHT has returned to Hollywood from New York.

•

IRVING ASHER, in charge of production for TCF Television Prods., will return to Hollywood today from New York.

•

SARAH CHURCHILL returned to London on Saturday from New York via B.O.A.C.

MGM Production Plans Carry Studio into '58

HOLLYWOOD, Oct. 14—Recently acquired story properties bring the total number of pictures in preparation at M-G-M to 24, Dore Schary, studio head, announced. The productions are for the company's programs into 1958.

Six productions are currently before the cameras, with four of them scheduled to be completed this month and two in November. Three new productions will go before the cameras during the next 60 days.

Now in release or being readied for release are 15 other pictures, and 14 more are being made for M-G-M distribution by independent producers.

U-I Buys Novel

"Bon Voyage," a new novel by Marrijane and Joseph Hayes, to be published in January by Random House, has been purchased from the galleys by Universal-International, it was announced by Edward Muhl, vice-president in charge of U-I production.

Goldenson and Rhoden

(Continued from page 1)

and more than 16,000,000 votes were cast by the public. It is expected that nearly 10,000 theatres will take part in this year's election, which will be held during the 10 days from Christmas Day to Jan. 3. The public vote this year is expected to be more than double last year's vote, it was said.

After canvassing the results of last year's voting, the Audience Awards planning committee, composed of theatre representatives from all over the country, made some changes in this year's procedure. The date of the public voting has been changed from Nov. 17-27 to Dec. 25-Jan. 3. This was done so that all pictures released during the year ended Sept. 30 will have had a chance to be played by participating theatres.

Another change is that this year all distributors have been asked to put into competition only those pictures, performances and new personalities that they believe will have a good chance to win. These pictures and personalities will be submitted to the country's theatre operators on one nominating ballot. Last year all the pictures released during the year were put into competition and were submitted to exhibitors for their nominations on three nominating ballots. This, it was said, caused some confusion.

This year the ballot submitted to the public will list 10 nominations made by exhibitors in each of five categories. These categories are: Best picture of the year, best performance by an actor, best performance by an actress, most promising new male personality, most promising female personality. Last year's ballot listed 20 nominations in each category.

RKO Sets World Bows Of Three This Month

"Tension at Table Rock," King Brothers' "The Brave One" and Charles Martin's "Death of a Scoundrel," three major productions in RKO Radio's current schedule, will all have world premieres during the latter half of October, it was announced at the weekend by Walter Branson, vice-president in charge of world wide distribution.

"Tension" will premiere Wednesday at the Stanley Theatre, Pittsburgh. "The Brave One" will have a dual premiere Friday, Oct. 26, at the Stage Door Theatre, San Francisco, and the Four Star Theatre, Los Angeles. "Death of a Scoundrel" is scheduled to be launched Wednesday, Oct. 31, at the Aztec Theatre, San Antonio.

Boston Revere Trophy To DeMille Tomorrow

BOSTON, Oct. 14—Cecil B. DeMille, as producer of "The Ten Commandments," will be awarded the coveted Paul Revere Trophy Tuesday by Mayor John B. Hynes at a luncheon in the Sheraton Plaza Hotel. The luncheon, at which DeMille will be guest of honor, will be attended by an important group of civic, religious, educational, business and industrial leaders. Mayor Hynes will be host.

AFTRA Asks Increases

CHICAGO, Oct. 14.—The American Federation of Television and Radio Artists has informed the tv networks and local stations of their contract desires, asking for a 20 per cent wage increase for all tv performers, plus pension and welfare benefits.

Nat Nathanson Wins In AA Sales Drive

Nat Nathanson, mid-western sales manager for Allied Artists, topped division managers in AA's recently concluded March of Progress Drive, it was announced at the weekend by Morey R. Goldstein, vice-president and general sales manager.

San Francisco, Indianapolis and Portland led their respective divisions in the augmented sales drive, Goldstein reported. Nathanson received an award totalling $1,500.

Branch managers James Meyers, San Francisco, and Edward Spiers, Indianapolis, each received $1,000. Richard Carlson and Gordon Wallinger, Portland, divided a similar amount.

In all of these branches, Goldstein said, salesmen and bookers each received two extra weeks' salary.

Frayne's Vie

(Continued from page 1)

semi-annual convention for high tendance at the 15 business sess during the week at the Ambassa Hotel, Paramount Sunset studio M-G-M studio. Attributing the cellent attendance to the numbe new subjects on the program, Fra named new color films for the and television, automation as it aff laboratories, and transistors as outstanding discussion items.

Frayne pointed to the creation eight new local SMPTE sections, tablishment of a vice-presidency to ordinate their work, and a train program to encourage young e neers as the prime achievements ing his presidency.

Kreuzer said, "As in all indus there is a continuing revolution the motion picture and televis fields due to the induction of materials as a result of research." said the trend toward automat makes the SMPTE function a m important one than ever in furnish a place for engineers to excha information regarding new devel ments.

TV Code Unit in Mov To Admit Film Maker

WASHINGTON, Oct. 14 — T Television Code Review Board of National Association of Radio Television Broadcasters has appro a plan for the admission of produc of films for television use to as ciate membership in the Televis Code, it was announced late last we following a regional meeting of NARTB by T. Richard Shafto, cha man of the Code Review Board.

Shafto pointed out that the pl will now be submitted to the me bership of the Alliance of Televisi Producers for their approval, whi he intimated, is expected quickly.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher: Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Sto Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager: Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weav Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams B nup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, S days and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Mar Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Hera Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York N. Y. under the act March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

PEOPLE

muel Goldwyn has accepted the manship of the motion picture mittee that is planning a tribute William Wyler, producer-director, ne invitational Hollywood pre- of his Allied Artists release ndly Persuasion." The premiere be held there on Oct. 30 at the Wilshire Theatre.

□

muel Keller, of the Warner ers auditing department here, been named supervisor of ex- ges for the company.

□

ank Beckwith, writer, director producer, has been appointed president in charge of produc- for Knickerbocker Productions, producers of industrial and edu- nal films and television commer-

□

thur I. Weinberg, son of the late Weinberg, for many years sales tive with Columbia Pictures in n, has resigned as Assistant d States Attorney for Massachu- to enter private practice.

□

x B. Wilsey, a retired Kodak tist, and George M. Corney, a cist in the radiographic depart- of Kodak Research Laboratories, received the 1956 Coolidge d of the Society for Nonde- ive Testing.

: Negotiating for re Film Sales to TV

ventieth Century-Fox is nego- g with National Telefilm Asso- and other television film dis- ors for the sale of more of its ibrary to television, it was re- d.

cording to a 20th-Fox official, NTA offer under discussion is TA to pay about $12,000,000 in for 156 pre-1948 20th-Fox fea- and to split the gross tv income a certain figure has been ed. Another offer involves the of the entire film library, it was

rlier this year, 20th-Fox re- d 52 films to NTA on a rental similar to the terms now being d for the 156 features.

e offer for the entire library, it eported, has been made to 20th- by PRM, Inc., which earlier year acquired 740 films from er Brothers. The PRM agree- calls for the company to sell ght its pictures, including liter- musical, reissue and remake

e board of directors of 20th-Fox ast week to consider these pro- s, but said no decision has been ed on any of them, the 20th-Fox l said.

May Stop All French Production 6 Months

By HENRY KAHN

PARIS, Oct. 11 (By Air Mail).—From present indications it would appear that the French Producers Syndicate will deicde very soon whether France should cease all film production for the next six months. According to a syndicate spokesman, the question has already come up for discussion. While it is not certain that so drastic a step will be taken, many producers are known to favor it.

Over the past year the French film industry has completed 115 films, or 25 films above the usual average for a year. These do not include co-productions. The industry is now asking how these extra films can possibly be released before the end of next year, especially as most of the first-run houses are already booked up well into 1957.

Expect 12-Month Delay

In short, this would seem to mean that films commenced last winter will not be released for about 12 months. During this time, the producers point out, they are having to pay interest on bank loans necessary to produce the films which are earning nothing. It is estimated that an extra six thousand million francs were invested in production in 1955-1956.

The over-all situation in France is not too hopeful. Entries are slipping because of the prevalent economic situation and the troubles in Algeria. Technicians who received a 15 per cent wage increase recently, and thus pushed up the cost of production, now find themselves threatened with six months' unemployment.

John Balaban Will Make Film on St. Christopher

CHICAGO, Oct. 14.—John Balaban, president of Balaban & Katz, has announced plans to launch production of his first motion picture. The story will be based on the life of St. Christopher, and according to Balaban the finished product will probably be so titled.

Balaban, who has been in the theatre business since 1908, and now heads one of the largest theatre circuits in the country, said his move to venture into production is largely based on his belief that pictures can be successful for theatre owners as well as for the producers and distributors.

Special ASCAP Guide

A special issue of the ASCAP Program Guide, entitled "Music for the Main Street Merchant," has been released, according to Jules M. Collins, ASCAP sales manager. The issue includes over 1,000 musical compositions and lists 3,500 recordings. It was designed to assist program directors of radio and tv stations to build programs for local merchants by emphasizing sponsors' products or services in playing compositions related to their business.

Theatre with Revolving Stages Built in Japan

Special to THE DAILY

OSAKA, Japan, Oct. 9 (By Air Mail).—A theatre featuring revolving stages for different types of screens has been completed here.

The Umeda Koma Stadium Theatre, built at a cost of $1,111,000 by the Hankyu Electric Railway at their Umeda terminal, is thereby equipped to show Todd-AO films in addition to CinemaScope and standard non-anamorphic pictures.

Taplinger in Hollywood For Studio Conferences

From THE DAILY Bureau

HOLLYWOOD, Oct. 14.—Robert S. Taplinger, vice-president and director of advertising and public relations for Warner Bros., will arrive here tomorrow for a visit to the Burbank studio and conferences with company president Jack L. Warner and studio executives. The visit is Taplinger's first trip to Burbank since he was publicity director of the studio 15 years ago.

Taplinger will attend the Hollywood premiere of George Stevens' "Giant" at Grauman's Chinese Theatre Wednesday. He will also view forthcoming Warner product.

Admission Tax Lowered By Tacoma Council

TACOMA, Wash., Oct. 14.—The Tacoma City Council has voted to give local theatre-owners a financial shot in the arm by abolishing the 5 per cent tax in favor of a 3½ per cent tax on gross admissions. The action is expected to reduce the city's income from this source from $60,000 this year to $38,000 next year.

Will Conner of the John Hamrick Theatres, a spokesman for the delegation of theatre-owners, who pleaded for tax relief, said the cut probably would permit many theatre owners to survive another year.

ASCAP Officials West

Paul Cunningham, president of the American Society of Composers, Authors and Publishers, left by plane on Saturday for the West Coast with Jack Yellen, chairman of the society's executive committee; Herman Finkelstein, general attorney, and George Hoffman, ASCAP comptroller, to attend the society's West Coast meeting to be held today in the Beverly Hills Hotel.

Delay Monopoly Suit

CHICAGO, Oct. 14.—Hearing of a suit by Zenith Radio Corp., charging Radio Corp. of America, Western General Electric and the General Electric companies with monopolizing the electronics industry, has been postponed until June 17. RCA asked for the delay in order to prepare its defense.

. . . NEWS ROUNDUP

'Cadillac' Bows Oct. 24

Columbia's "The Solid Gold Cadillac," starring Judy Holliday and Paul Douglas, will have its local premiere at the Victoria Theatre Wednesday, Oct. 24.

■

Move M-G-M Phila. Offices

M-G-M is moving the offices of its Philadelphia exchange from Summer St. to the building formerly occupied by the R.K.O. Exchange on 13th St. in the heart of film row.

■

'Shark' Premiere Slated

Samuel Goldwyn, Jr.'s CinemaScope production of "The Sharkfighters" will have a world premiere sponsored by the United States Navy on Oct. 27 at Loew's State Theatre in Norfolk, Va., it was announced by William J. Heineman, United Artists vice-president in charge of distribution.

■

Gabor to Plug Film

Zsa Zsa Gabor, one of the stars in RKO's "Death of a Scoundrel," will make a series of personal appearances in conjunction with the Texas-Oklahoma area premiere of the Charles Martin production starting Oct. 31, at the Aztec Theatre, San Antonio.

■

'Attack!' Big in Paris

Robert Aldrich's "Attack!" making an international bow in Paris with a four-theatre day-and-date engagement, rolled up a three-day total which topped United Artists' previous record holder by 67 per cent, UA announced at the weekend.

H. A. Friedman, Canada Theatre Executive, Dies

TORONTO, Oct. 14—Funeral services for Harry A. Friedman, Q. C., 66, prominent western lawyer and theatre executive were held here. He died at his home in Burlington, Ont., where he had been living for the past five years.

Friedman organized Odeon Mid-Western Ltd., in association with Odeon Theatres (Canada) Ltd., in Edmonton and Calgary. He leaves his wife and two daughters.

AA Salesman Is Dead

HUNTINGTON, W. Va., Oct. 14.—Frank S. Decker, 61, Allied Artists salesman in West Virginia, died here last week. Decker, who had been with the company for 13 years, is survived by his widow, Mrs. Mildred Decker.

If you're 16 you're old enough to see

Paramount Sells 6 to NTA

(Continued from page 1)

feature films to tv. This was Paramount's first such sale.

At the conclusion of the negotiations with Paramount, Unger reported, NTA acquired Rainbow Productions, a wholly owned subsidiary of Paramount, including the films and story properties, for $775,000.

The six pictures which went to NTA in the deal are Rainbow Prods.' "Bells of St. Mary's" and "Good Sam," two Paramount British co-productions, "Encore" and "Trio," and two Fleischer feature cartoons, "Gulliver's Travels" and "Mr. Bugs Goes to Town."

"Bells of St. Mary's," starring Bing Crosby and Ingrid Bergman, will go into world-wide theatrical release as a reissue, Unger said, as well as tv. The production was never reissued after its original run, when the Leo McCarey-Rainbow production was released by RKO Radio in 1945.

"Good Sam," which stars Gary Cooper, is scheduled as the opening show of NTA's new tv network show which starts today. It is also a McCarey-Rainbow production and a 1948 RKO release, acquired by Paramount with Rainbow Prods.

The story properties which NTA acquired with Rainbow Productions are "One More Tomorrow," by Stewart Jones and Anthony Ellis, and "Private Property," by Robert Russell.

Unger said that plans have not yet been formulated but that these stories will be developed for NTA network showing, making use of the Rainbow facilities.

Films for Patrons 9-24 Seen Aid to Box Office

More exploitation pictures aimed at the 9-24 years age group are seen as one answer to "exhibitors' complaints of falling box office" by James Nicholson, president of American International Pictures, who spent last week discussing the complaints with the major circuits here.

Nicholson's production company, formed 15 months ago, has made and released 11 low-budget "action and exploitation" features, plus eight pictures made by other companies. Several of these pictures did so well as double-bill packages in the smaller houses that the major circuits expressed an interest in his company's future plans, Nicholson said.

Sees Teenagers Neglected

"The exhibitor's big complaint is that most Hollywood product is aimed at the adult or 'intellectual' audience," he said, "completely ignoring the huge teenage audience potential."

RKO Theatres, he said, purchased his company's latest double-bill package, two "teenage-girl" pictures, for showing in the circuit's larger theatres. All the majors booked package bills for some of their big houses, he reported.

AMPP Is Asked

(Continued from page 1)

port on the Production Code. Shurlock would not say what the draft of this report contained and if any revisions in the Code were recommended to the MPAA board of directors.

Commenting further on his European trip, Shurlock said it primarily was to study censorship in foreign countries and their effect on U. S. motion pictures. "Seventy per cent of our films are receiving family classifications abroad," Shurlock said, "and we can boost this percentage figure if our producers reduce the violence in films." The Code administrator said this recommendation was presented to the Hollywood producers and that they are considering it.

Todd Sues Writer

HOLLYWOOD, Oct. 14—Michael Todd, producer of "Around the World in 80 Days," has filed suit in Superior Court in Santa Monica against James Poe, a writer on the picture, asking damages totaling $250,000. The complaint alleges that Poe involved the company in a labor dispute with the Writers Guild of America, West, over screen credit and that Poe also received $2,166.30 more than he was entitled to be paid under the contract.

Ad-Pub Pla

(Continued from page 1)

ceeding Jerry Pickman, vice-pr in charge of advertising and p for Paramount Pictures.

The new promotional plan, would be a type of "sweepstak ehandising and promotion idea on the 'Oscar' presentation aw will be included in the overa ommendations of the Advertisi Publicity Directors Committee to be discussed at Thursday's m of company presidents, domesti foreign sales heads and domesti foreign advertising-publicity h

The MPAA committee, which a luncheon meeting at the H Club here last Thursday, also h Manning (Tim) Clagett o MPAA for his work with the co tee in the past. Clagett, who is ly leaving here for Washington sume new duties there for the M was presented with a set of D pipes.

Italian Cardinal Lau U.S. Film 'Safeguard

ROME, Oct. 11 (By Air M Commemorating the 20th anniv of the Papal Encyclical, "Vi Cura," Italian Cardinal Giusepp Archbishop of Genoa, emphasiz "very intelligent indeed" the Am moral safeguards in line with th cyclical, promulgated by the Pope Pius XI. He mentioned i connection the Production Cod Legion of Decency and other g

The commemoration took pl the closing ceremony of the Na Congress of the Catholic Motio ture here.

TV Sets Show Rise

WASHINGTON, Oct. 14—P tion of television sets in Aug creased over the amount produ July, the Radio-Electronics-Tele Manufacturers Assn. announced the weekend, reaching the h figure since March. In August were 612,927 television receiver duced, RETMA said, compared 336,931 turned out in July and 903 in August, 1955. A total 365,016 sets was produced sin first of the year.

TEENAGE REBEL

in CINEMASCOPE from 20th Century-Fox

every daughter should see it- every parent must!

REVIEWS:

Stagecoach to Fury

20th-Fox—Regal Films

HOLLYWOOD, OCT. 14

FORREST TUCKER, Mari Blanchard, Wally Ford and Margia Dean are the top names with which to bill this Regal Films, Inc., production for 20th Century-Fox release, but these players have no monopoly on the performance honors piled up by the entire cast under William Claxton's skilled direction. Responding alertly to the guidance furnished them by this earnest, forward-minded young director, the starred players together with Rudolfo Royos, in the heavy assignment, Paul Fix, Rico Alanis, Wright King and a dozen others run up a state of tension in the opening sequence that holds and builds until the film's climactic episode. In the first sequence and in the last, as likewise in some between, death is dealt quickly from bad guns and good, but suspense is so steadily maintained, and the story is so smoothly told, that killings appear strictly in order as necessary incidents in a criminal chronicle. Filmed in Regalscope, another name for black-and-white CinemaScope, the picture stands an excellent chance of a rewarding exhibition experience.

The screenplay by Eric Norden, from a story by Producer Earle Lyon and himself, opens with the stopping of a stagecoach bound for Fury by a Mexican bandit and his men who believe the coach carries government gold. When the bandit is convinced that the gold is coming by another coach, to be transferred to this one, he detains the passengers, under gunpoint hospitality, to await the transfer.

As in "Petrified Forest" and other stories in general kind, characters clash, tempers crack, emotions flare and subside, all on a rising note of tension, until the situation is resolved in a dramatic ending. "Stagecoach to Fury" owes nothing to any of its predecessors, and towers over most of them professionally.

Running time, 74 minutes. General classification. For October release.

WILLIAM R. WEAVER

Calling Homicide

Allied Artists

HOLLYWOOD, OCT. 14

IN SIXTY swift, actionful minutes Bill Elliott, as Sergeant Doyle of the Los Angeles County Sheriff's office, clears up two murder mysteries as complex as any county's likely to come up with in even these days of distorted criminal practice, and puts a lethal bullet into the murderer in self-defense. The intricate and unfamiliar story is by the practiced, proficient Edward Bernds, who also directed it. The picture moves swiftly and steadily from surprising start to convincing close. It's better melodrama than tv dishes up, and isn't interrupted by commercials.

The picture opens with the murder, by booby-trapped automobile, of a detective known to have been catching up with some racketeers otherwise unknown to the authorities. Before Elliott gets far in the solving of this murder, another is committed, a girl this time, and in a while it becomes clear that the two killings are connected. The girl, who appears in the film only after death, turns out to have been operating a model-training school in Los Angeles as a front for a baby-adoption ring that was operated for purposes of obtaining ammunition for blackmail. Elliott finds out that a great number of people who knew her would have been glad to knock her off, but it's a long, exciting time before he sifts out the one that did it.

It's a faster sixty minutes than exhibitors find it easy to come by in these days of long-running primary features.

Running time, 60 minutes. General classification. Release date not set.

W. R. W.

'Silent' on Omnibus

The ABC television program Omnibus will devote portions of three shows to Columbia Pictures' underwater feature film, "The Silent World." The first was on the program's second show of the new season yesterday.

TOA's Stellings Arrives

Ernest Stellings, president of Theatre Owners of America, will arrive in New York today from Charlotte to finalize his organization's program for the coming year. Stellings is expected to hold a press conference tomorrow.

ABPC's Plans

(*Continued from page 1*)

no intention of selling its ABPC holdings." His organization will open a television outlet in the Midlands of England, he said.

"We have the Saturday and Sunday program contracts for the area," Latta added, "and the third station will begin telecasting shortly from Yorkshire." He said that ABPC already operates stations in Birmingham and Manchester.

C. J. Latta

Latta said that motion picture theatre business in England "has been good in recent weeks. The impact of television has not been as great in recent months because the novelty has worn off. The public still wants to get out and see films."

Commenting on International Variety Clubs, of which he is the European representative, Latta said that the London Tent has appointed a number of committees to work out details for the 1958 convention which will be held in London.

Burma Embargo

(*Continued from page 1*)

the licenses, the spokesman added. "But the embargo situation was the result of a misunderstanding," he explained. "The Burmese government was apparently only interested in obtaining a tighter control of film imports rather than trying to crowd out American product."

'Oscar Morgan Week' Started by Paramount

Paramount yesterday started celebrating "Oscar Morgan Week" in honor of the short subjects sales manager's 42 years with the company, as a part of the company's "Salute to George Weltner" sales drive. "Oscar Morgan Week" will be marked by intensified activity by the field sales force on behalf of the product under Morgan's supervision — short subjects, Paramount News and special VistaVision subjects.

Plan Lab Course

Film laboratory executives will meet with a group from the Society of Motion Picture and Television Engineers this week to discuss the creation of a course in lab techniques at a New York college in the near future, Emmett Salzberg, sales manager of Criterion Film Laboratories, has announced.

Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Spotlighting the News

Campaign Costs

► Tabulated in Washington last week, by a special Senate elections subcommittee, were the Radio-television costs of the current Presidential campaign. Chairman Albert Gore (D., Tenn.) reported that the Republicans and Democrats have together arranged to spend a total of $2,976,000 on radio and television between the first of September and election day. The breakdown is $1,901,319 for the Republicans and $1,074,644 for the Democrats. Currently being tabulated, but not in Washington, are the effects of the increasing numbers of five-minute TV spots plugging the respective candidates. The general opinion seems to be that these spots do not convince anybody who was not previously convinced—that they embarrass loyal partisans—that candidates cannot be confused with ordinary detergents.

Religion & Showmanship

► One of the least often discussed of television's many important aspects is the use of television by religious broadcasters. Last week in Cincinnati, Sig Mickelson, CBS vice-president in charge of news and public affairs, faced the subject squarely in an address that keynoted the annual meeting of the Radio, Television and Film Commission of the Methodist Church. Three questions face churchmen-broadcasters, said Mr. Mickelson. What is the important message of the church today? To whom should it be broadcast? How can it best be presented on television? Broadcasters' "uncertainty of purpose," he said, "stems mainly from their indecision to address the "sinners . . . or the pious." He cited examples where jazz groups had been used on CBS-TV's religious-dramatic programs and the network had received complaints of "how could you?" Later, however, there had been apologies when the parents found their children absorbed not only by the entertainment but by the religious-philosophical discussions that followed. "In such a situation, it is all too easy for the broadcasters to shrug meekly and give the pious what they want. Heaven knows, the sinners do not object. They turn happily to another station." Mr. Mickelson said too that basic religious themes often are treated best by "those serious dramatists" who write for the various commercially-sponsored live shows. Churchmen need to be reminded in addition, he said, that television "is neither sanctuary nor Sunday School. It is . . . both advertising and showmanship. . . ."

Vatican Meeting

► Sources in the Vatican report that the recent conclusion of a three-day meeting of the Committee for Radio and Television, a branch of the Pontifical Commission for Motion Pictures, Radio & Television, means that the Holy Father may soon give an important speech on radio and TV. The meeting, comprised of representatives from the United States, Great Britain Germany, France, Belgium, the Netherlands and Spain, featured a wide exchange of information on the progress being made by television in the various countries and on its relationship to the Church and its aims. A speech on the subject by the Pope would be made probably on the occasion of an audience of television industry representatitves.

Birthday

► Last week CBS Newfilm marked its third anniversary of providing news footage to stations for locally originated news programs. In its three years of operations, Newsfilm has been sold to 100 stations throughout the United States and the rest of the world, and is currently servicing more than 80 of those stations, comprising an existing potential audience of about 70 million people.

ABC Sales Setup

► The ABC Radio and Television Network sales departments, effective November 1, will represent their respective western networks, previously represented by Edward Petry & Company, it was announced last week. ABC-TV western network sales in the west will be handled by Vincent Francis, western division sales manager, with headquarters in San Francisco. ABC Radio western network sales in the west will be handled by Harry Woodworth, director of radio for the western division, with headquarters in Hollywood. ABC Radio and Television Network sales offices in New York and Chicago will represent the western networks in those cities.

Kicking Off

► Beginning operations this week is that highly publicized new phenomenon, the NTA Film Network which this morning starts feeding programs to its 105 affiliated stations. Handling the advertising for the network is Maxon, Inc., which, under the direction of NTA's Kermit Kahn, will direct the nation-wide ad campaign. The latter includes multiple insertions of full page ads in 15 newspapers in major cities, as well as strong trade and consumer publication representation. Incidentally, the NTA package of 52 20th-Fox films has just been sold in 18 more markets, bringing the grand total to 125 markets.

Primrose Plans

► Luke Short, author of many western stories, is making the big switch. With Frank Gruber, Teurette and James Moser, famous for Medic, Mr. Short has formed Primrose Productions for the production of a western series based on his stories. It's reported that the program format already has been set to "emphasize truthful background color and dramatic human relationships."

In Our View

A RECENT issue of the "Television Code Subscriber Bulletin," published monthly by the National Association of Radio and Television Broadcasters, makes specific note of the dangers inherent in the constant activity on the part of unscrupulous advertisers attempting to needle their way into television. At the risk of belaboring a point, this observer reiterates a contention made before that there can be no compromise with the eternal vigilance necessary to keep television's skirts clean.

The publication refers to the matter in part as "over-commercialization." That strikes us as rather an inadequate term and one which is also an over-simplification. There is a great deal more to the problem than that. It is not for a moment to be assumed that the phonies, the free-and-easies, the fly-by-nights and the con men are going to overlook such a prime, proved and productive advertising medium as television. The woods are full of suckers, of course, and it is reasonable to suppose that a fair share of them look at television, probably quite frequently. The sharp-shooters will be ever-alert to crack the field, and it is vitally necessary, therefore, that the industry be just as ever-alert to throw a block at the approaching chiselers before they get too close to the goal line.

The good name of television is its most valuable asset, and if that sentiment, as expressed here, is repetitious, it is one statement which cannot be over-stated, over-emphasized or overlooked. In the final analysis, it represents the whole industry's prime asset. Thus far it has been maintained in a remarkably high state of polish, which is a distinct tribute to the men responsible. That condition can only be continued by unrelenting care and foresight. It is decidedly worth any possible effort.

—Charles S. Aaronson

assing in Review

TARS OF THE TELEVISION WEEK were a varied bunch, rang- m Dolores Gray to Gamal Abdel Nasser, from May Craig to Dinah from Leonard Bernstein to Don Larsen, and from Walter Winchell lliam Faulkner. It was Miss Gray who brought to the Ford Star tribute to Cole Porter (CBS-TV, Saturday, October 6) the kind ssiness and sophistication necessary for any tribute to the master mocking lament. George Sanders also seemed properly jaded, but ner members of the cast—Sally Forrest, Shirley Jones, Gordon e, Dorothy Dandridge—were all a little too fresh and too obvious- his generation to suggest properly the spirit of Mr. Porter's best Obviously, talent is not everything.

ard R. Morrow's first See It Now of the autumn season, "Suez," TV, Sunday, October 7) was a fascinating television essay, sum- p in one concise hour-long show the immense complexities of that on. And against the background of the sights and sounds of the nd of the canal, there was that extended, illuminating interview President Nasser, to provide food for the thought of historian, ist, sociologist and psychiatrist. The following half-hour on NBC- eet the Press, carried on its lively tradition with James A. Finne- the hot seat and May Craig, as always, delivering some of the ointed questions.

Yankees' Don Larsen was television's man-of-the-week (just as everybody else's man-of-the-week), showing up on more shows in ne than used to be the wont of good old Jayne Mansfield.

ibus' return (and switch to V from CBS-TV) Sunday October 7, was as bright nteresting as its subject ican musical comedy) and st (composer-conductor Leo- ernstein).

week's live drama was saved pic for cocktail conversation rgaret Sullavan's spectacu- n-appearance on CBS-TV's One Monday night. Those d show up for a couple of er programs might well have that they had stayed at John Newland and Alexis who carried on by clutching other intermittently in a adaptation of the motion "September Affair," on V's Robert Montgomery s Monday night; Natalie and Dennis Hopper, who ed with some obscure mal- ions of the English lang- "Carnival," presented by Aluminum on NBC-TV.

TV's Camera Three, which ver been "tainted" by any , fared no better than the show with a garbled adap- of a section of William r's "As I Lay Dying" Sun- t. 7. From another world , Dinah Shore came back on C-TV air Friday night (Oc- 5) in a lilting hour-long upported by Frank Sinatra zzy Dean. The same even- o very promising new film made their debuts on CBS- est Point, a good, authentic aving the Academy as lo- d Dick Powell's Zane Gray , with top values. —V. C.

SCRIPTIONS
FILM COMMERCIALS
with
FINE SOUND
are recorded at
SOUND Inc. PL 3-5400
711-5th Ave., NYC

Who's Where

Last week these changes:

Creation of a new divisional staff position of director of publicity and community services for the NBC-owned stations and NBC Spot Sales has been announced by THOMAS B. MCFADDEN, vice-president in charge of the division. To fill the position Mr. McFadden announced the promotion of DON BISHOP, who had been director of publicity, serving WRCA and WRCA-TV in New York City, the NBC-owned stations and NBC Spot Sales.

PIERRE MARQUIS has been named director of sales planning at Screen Gems, Inc., television subsidiary of Columbia Pictures, according to JOHN H. MITCHELL, vice-president in charge of sales. Mr. Marquis' new duties include supervision of markets and media study, audience measurement and sales service to stations and advertisers.

FRANK PRICE has been appointed story editor of Screen Gems, Inc., succeeding MARGARET WILDER, who is leaving the company. At the same time it was announced that ADOLPH N. HULT has been named director of sales development.

JOSEPH A. MCDONALD has been appointed assistant general attorney of the National Broadcasting Company, it is announced by THOMAS E. ERVIN, vice-president and general attorney for NBC.

DONALD N. MARTIN will join the executive staff of the National Association of Radio and Television Broadcasters in November as assistant to the president in charge of public relations, according to HAROLD E. FELLOWS, president and chairman of the board of NARTB.

FRANK STELTENKAMP has been named sales development manager of WWJ-TV, Detroit.

Red Carpet* luxury nonstop to California

UNITED AIR LINES

It's the latest in luxury aloft—on the world's fastest airliners! Extras—at no extra cost—include reserved seats, plus a club lounge . . . choice of cocktails . . . lavish meals and buffet treats. Even your luggage is delivered extra-fast on arrival. Treat yourself to "Red Carpet" service next trip . . . fly United. Call United or your nearest authorized travel agent.

4 Red Carpet DC-7 Nonstop Flights Daily from New York to Los Angeles and San Francisco

*"Red Carpet" is a service mark used and owned by United Air Lines, Inc.

HOLD EVERYTHING

For the BIG ONE on the way from the new RKO

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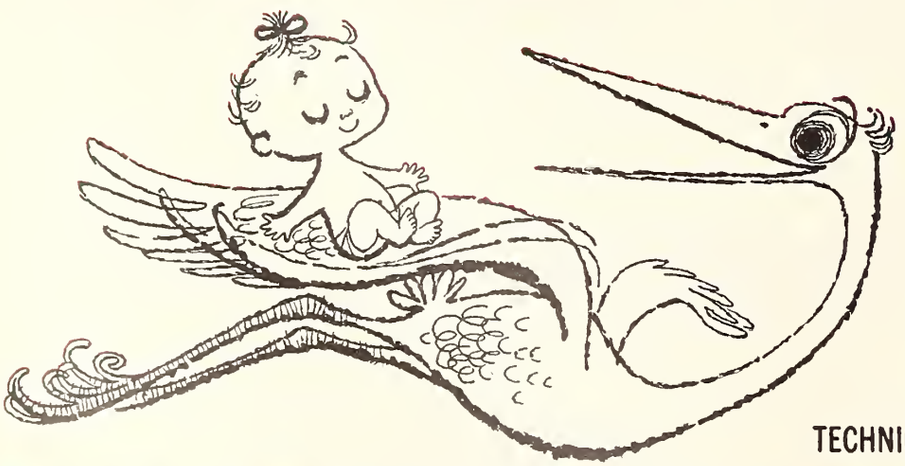
IN

BUNDLE OF JOY



co-starring

ADOLPHE MENJOU

TOMMY NOONAN

with Nita TALBOT Una MERKEL

Melville COOPER Bill GOODWIN

Howard McNEAR

Produced by EDMUND GRAINGER, Screen Play by NORMAN KRASNA, ROBERT CARSON and ARTHUR SHEEKMAN • Story by FELIX JACKSON • Directed by NORMAN TAUROG • Musical Numbers and Dances Staged by NICK CASTLE • Lyrics by MACK GORDON • Music by JOSEF MYROW

TECHNICOLOR®

5 HAPPY REASONS why "Bundle of Joy" will do capacity business

1. Eddie's first movie—and he's No. 1 with millions of fans!

2. Eddie and Debbie—America's New Sweethearts together for the first time in a movie!

3. 6 headed-for-the-hit-parade songs—sung by Eddie and Debbie—and the rest of this wonderful cast!

4. It's Technicolor and Wide Screen—to get them away from their TV sets and into your theatre!

5. It has wonderfully warm fun all the way—Toys . . . Songs . . . and a lot of the fun takes place in a Department Store . . . think of the tie-ups for you!

R K O RADIO PICTURES

RKO's Big-Money Package for Your Top Playing Time!

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

80, NO. 74 NEW YORK, U. S. A. TUESDAY, OCTOBER 16, 1956 TEN CENTS

Todd-AO

Magna, Fox, ATC Invest in 'So. Pacific'

with R & H Pictures $5,000,000 Production

By LESTER DINOFF

Magna Theatre Corp., United Artists Theatre Corp. and 20th Century-Fox will invest about $5,000,000 in Rodgers & Hammerstein's production of "South Pacific," which will be filmed in Todd-AO commencing next April, it was jointly announced here yesterday by George P. Skouras, president of Magna Theatres, and Richard Hammerstein II of Rodgers & Hammerstein Pictures, Inc.

Skouras and Hammerstein, at a press conference, here, also disclosed that Fox will pay Magna Theatres $2,-000,000 by next March for domestic exhibition rights to the CinemaScope version of "Oklahoma!," which will be shown in selected situations throughout the U. S. around Thanksgiving and Christmas.

Magna Theatre executive said that under the agreement among Rodgers-Hammerstein, 20th-Fox and his

(*Continued on page 5*)

Leary Retiring As Comerford Executive

Retirement of J. J. O'Leary as president of Comerford Theatres circuit, effective at once, was announced yesterday by Frank C. Walker, executive of the Comerford Theatres interests. O'Leary, who was president and a director of the Comerford circuit for many years, will

(*Continued on page 5*)

Name Wendell Campbell Teleradio V-P

Wendell B. Campbell, radio network and station executive, has been named vice-president for national sales of RKO Teleradio Pictures, Inc., it was announced yesterday by president and board chairman Thomas F. O'Neil said Campbell was

(*Continued on page 5*)

Loew's May Name Siegel President Tomorrow

Sol C. Siegel continues to hold the strong backing of Loew's, Inc., board members for the presidency of the company succeeding Arthur M. Loew, whose resignation becomes effective Nov. 15. Thus Siegel's selection by the board at its meeting tomorrow is to be expected, informed sources said yesterday.

Siegel would make his headquarters at the Culver City studio. Charles C. Moskowitz, Loew's vice-president and treasurer, is expected to be named executive vice-president, heading the New York office. Loew will continue in charge of the international operations.

Grosses Good Over Holiday

By GUS DALLAS

Box office grosses in New York over the Columbus Day weekend were "brisk," with receipts on Friday "very much higher" than on Columbus Day last year, which came in the middle of the week, theatre exhibitors reported yesterday.

While theatres in Los Angeles were reported to be suffering a drop in grosses on Friday night as the result of the showing on television of a major film from one studio's backlog, theatre

(*Continued on page 2*)

Alfred Starr Dies at 58

Special to THE DAILY

NASHVILLE, Oct. 15. — Alfred Starr, 58-year-old veteran of motion picture exhibition, who was president of the Bijou Amusement Co. and co-chairman of the joint exhibition Committee Against Pay - As - You-See Television, died here yesterday, following a heart attack in his office.

Alfred Starr

Starr, a veteran of over 30 years in the industry, is survived by his wife, two sons and a daughter.

The principal owner of the Bijou

(*Continued on page 5*)

AA Gross Rises 34% Annual Report Shows

HOLLYWOOD, Oct. 15 — Allied Artists Pictures Corp.'s gross income for the fiscal year ended June 30 was $16,977,000, representing an increase over the same period in 1955 of 34%, S. Broidy, president, reported to stockholders. The gross income in the 1955 period was $12,670,000.

The company had a net income

(*Continued on page 5*)

No Distribution Plans Now

'Routine' Talks with Rank Officials Said Purpose of Davis Visit Here

Routine discussions with officials of Rank Organization affiliates in this country and Canada were advanced by John Davis, head of Rank film and theatre operations as the primary purpose of his current visit to America.

He said that while the Organization's interest in its own distribution setup for America continues active, nothing will be done in that respect at the present time. He added that the matter as it has been discussed during the past three years has not changed, and that it remains in the discussion stage only.

Davis arrived here from Chicago yesterday after visiting Rank offices in Montreal and Toronto last week. He is accompanied by Mrs. Davis, Kenneth Winckles, Kenneth Hargreaves and Harry Norris. The party will leave for London at the end of the week. Norris brought with him prints of three new Rank productions for which he will set up American distribution arrangements while he is

(*Continued on page 5*)

New Policy

Myers Urges Cooperation to Aid Industry

Tells New England Meet Times Call for Changes

Special to THE DAILY

WINCHENDON, Mass., Oct. 15.— Allied States is pursuing a constructive policy in a conciliatory manner in hope of contributing to the business recovery of the industry, along with other elements desirous of bringing about a healthier business state for production and distribution as well as exhibition, Abram F. Myers, Allied States chairman and general counsel, told the 25th anniversary convention of Independent Exhibitors of New England at its opening session here today.

Myers said there are many subjects on which all exhibition can and should agree and cooperate. Among them, he said, is support for Federal authoriza-

(*Continued on page 4*)

No Merger With TOA Discussed, Shor Insists

A denial that there has been any discussion of a merger of Allied States Association with Theatre Owners of America was telephoned to MOTION PICTURE DAILY last night by Ruben Shor, Allied president, who has been in New York for the past week.

Also in New York simultaneously were a number of Allied directors, including Jack Kirsch, Ben Marcus, Wilbur Snaper, Irving Dollinger and

(*Continued on page 4*)

See Kintner Out at ABC, Goldenson Getting Post

Robert E. Kintner today will resign as president of the American Broadcasting Company, a division of American Broadcasting-Paramount Theatres, Inc., and will be succeeded in that post by Leonard H. Goldenson, president of AB-PT, it was indicated yesterday on the eve of the meeting

(*Continued on page 4*)

PERSONAL MENTION

SOL A. SCHWARTZ, president of RKO Theatres, will leave here tonight with MRS. SCHWARTZ for the West Coast for a week's visit.

•

MURRAY SILVERSTONE, president of 20th Century-Fox International, left here yesterday for England and the Continent.

•

DARRYL F. ZANUCK and his son, RICHARD, visited President Eisenhower at the White House last week before leaving for the British West Indies.

•

BEN MARCUS, member of the executive committee of Allied States Association, has returned to Milwaukee from New York.

•

CHARLES SMADJA, United Artists vice-president in charge of European production, arrived in New York yesterday from Paris.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his assistant, are in Detroit from New York.

•

SAM SPIEGEL, producer, returned to New York yesterday from Ceylon.

•

RONALD SQUIRE, BASIL SYDNEY and HARLEY POWER, British actors, will arrive in New York from London today via B.O.A.C.

•

EDWIN KNOPF, producer, will return to New York from Europe next Tuesday.

•

HARRY LOUD, of the M-G-M studio trailer department, will return to Hollywood tomorrow from New York.

•

LADISLAO VAJDA, director, arrived in New York yesterday from Spain.

•

EVELYN SEEFF, secretary to BURT CHAMPION, Paramount publicity manager, is on a two-week Caribbean vacation.

Mirisch Sells Shares

WASHINGTON, Oct. 15.—Harold J. Mirisch, vice-president of Allied Artists Pictures Corp., sold 4,000 shares of common stock in the company by Kenilworth Investment Co., a co-partnership, reducing such holdings to 34,000 shares, according to a Securities and Exchange Commission report. The SEC report notes that of the 34,000 shares, 12,000 are owned directly by Mirisch and 22,000 by Kenilworth.

HolidayTakes

(*Continued from page* 1)

attendance here showed no significant cut due to local television, which also carried some "big" films recently acquired from the major studios.

"Giant," the George Stevens-Warner Bros. presentation at the Roxy Theatre, took in $113,000 during the first four days of its run, which began Thursday, according to the theatre management.

Radio City Music Hall reported a gross of $103,000 in the Thursday through Sunday run of Metro-Goldwyn-Mayer's "Tea and Sympathy." The Mayfair Theatre had a gross of $96,700 for the three-day weekend showing of United Artist's "Attack." Paramount Pictures' "War and Peace" did $35,0000 in box office business at the Capitol Wednesday through Sunday, the theatre management announced.

Other theatres in Manhattan reported the following grosses for Thursday through Sunday last week:

Paramount, "Toward the Unknown," Warner Bros.—$23,000; State, "Between Heaven and Hell," 20th Century-Fox—$16,000; Globe, "Pillars of the Sky," Universal—$13,000; Victoria, "Best Things in Life Are Free," 20th Century-Fox—$13,000; Astor, "Bad Seed," Warner Bros.—$24,400.

Pre-selling to Women Vital Today: Lipton

The pre-selling of individual pictures, particularly through the use of pretested material and media, and the goal of reaching the all-important "woman" audience were stressed as three points "vital for today's selective movie market" by David A. Lipton, vice-president, at concluding sessions of Universal - International's week-long conference of the company's New York office, studio and regional advertising-publicity officials.

The importance of pre-selling today is highlighted, he said, by the fact that some local point-of-sale campaigns now begin only a few days in advance because of increasingly high newspaper advertising rates and other limiting factors.

"There appears to be ample evidence," Lipton stated, "that of those people interested in a given picture, the number likely to attend first run showings, is in direct relationship with the number of people who actually know about the film prior to appearance of local advertising."

The principle of pre-selling is being continued in national magazine and newspaper supplement advertising and in fan magazines and the company is continuing its policy of using tv spots extensively for advance teaser pre-selling.

NT Sees Theatres Unhurt By M-G-M Feature on TV

From THE DAILY Bureau

HOLLYWOOD, Oct. 15 — Early reports that the first televising of an M-G-M backlog feature here Friday evening had cut into theatre attendance seriously proved erroneous, according to a National Theatres spokesman, when the circuit's district managers, in the regular Monday morning meeting at the home office, compared reports and found the widely-exploited telecast had not influenced attendance perceptibly anywhere in NT territory. The Metropolitan Theatres circuit reported the same experience.

The first M-G-M feature, "30 Seconds over Tokyo," had been exploited by Station KTTV, owned by the Los Angeles "Times" and "News-Mirror," over an extended period at a cost estimated at $100,000.

$100,000 Remodeling For Criterion Underway

The Criterion Theatre here is spending over $100,0000 on an extensive remodeling job in preparation for the opening of Cecil B. DeMille's "The Ten Commandments," it was announced by executive director Charles B. Moss.

Moss said the theatre, which is now closed until Nov. 9, will be redecorated with new carpeting throughout, a new marquee, a new auditorium lighting system and new seats. Sheridan Kettering has been contracted by Moss to supervise and direct the renovation.

Arthur Loew to Speak At Chicago Meet Today

CHICAGO, Oct. 15 — Arthur M. Loew, president of Loew's International, will be the guest speaker tomorrow at the three-day M-G-M sales division managers meeting at the Blackstone Hotel here. Charles M. Reagan, general sales manager, is presiding.

Frank Burke, 61

Frank Burke, editor of the "Radio-Television Daily," died here yesterday morning of a heart ailment at the Hospital For Joint Diseases. He was 61 years old.

Funeral will be held on Thursday from Maher Funeral Home, Pleasantville, with requiem Mass at Holy Innocents Church and interment in All Souls Cemetery, Pleasantville. The family has requested that, in lieu of flowers, donations be made to the Rosary Hill Cancer Home, Hawthorne, N. Y.

. . . NEWS ROUNDUP

Fox and Woolworth in Tieup

More than 2,000 stores of the F. W. Woolworth chain will spotlight 20th Century-Fox's "Love Me Tender," the Elvis Presley picture. The drive, aimed primarily at teenagers, will include multiple window displays in each of the stores, counter and window decorations and full cooperation with exhibitors in assorted cooperative activities.

■

Coast Publicists Ball Oct. 27

The Publicists Association, of Hollywood, will hold its First Annual Ballyhoo Ball on Oct. 27 at the Paramount Sunset Studios. A combination dance and carnival is planned, with special awards for costumes. Julian Myers is chairman.

■

'Paul Jones' in Todd-AO

An agreement for the production of the motion picture, "John Paul Jones," in the Todd-AO process and color has been consummated by Samuel Bronston, producer of the film, and Henry Woodbridge, president of Todd-AO. "John Paul Jones" the will become the third film to be photographed in Todd-AO.

■

'Rebel' in Brooklyn Oct. 24

United Artists' "Rebel In Town" will have its New York opening at Loew's Metropolitan, Brooklyn, Oct. 24.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"TEA AND SYMPATHY"
starring
DEBORAH KERR · JOHN KERR
In CinemaScope and Metrocolor
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

MOVIELAB
TV
FILM SERVICE CENTER
• EDITING ROOMS
• STORAGE ROOMS
• SHIPPING ROOMS
• OFFICES
PROJECTION ROOM FACILITIES
MOVIELAB BUILDING
619 W. 54th St., New York 19
JUdson 6-0367

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New Film Theatres apan During 1955

KYO, Oct. 11 (By Air Mail).— ese theatre owners opened 850 operations in 1955 at the rate of er day, according to a govern- report.

m business in Japan is booming ever before as the people have to spend and more time for ement. There are only 400,000 sion sets, mostly in wealthy s, bars and tea shops.

ve to Speed Handling Larger SBA Loans

From THE DAILY Bureau

ASHINGTON, Oct. 15 — The l Business Administration has d to speed processing of some by giving regional offices au- y to approve some larger loans until now had to be forwarded Washington.

A administrator Wendell Barnes he had authorized the agency's gional directors to approve loans eir own authority up to $100,000, a bank is taking at least a 25 ent participation. Previously re- l directors had authority to ap- participation loans up to $50,- but larger ones had to be for- ed to Washington.

Writer Seeking to Stop Opening of '80 Days'

James Poe, Hollywood Writer, has notified Michael Todd, producer of "Around the World in 80 Days," that he will seek to restrain showing of the film unless he is given screenplay credit as approved by The Writers Guild of America, West, in an arbitration "to which Todd was a willing party."

The world premiere of "Around the World in 80 Days" is slated to take place here tomorrow. The legal services of John Schulman, copyright attorney of the firm of Schulman, Klein and Stern, have been retained for Poe.

Three in New Firm to Make TV Commercials

Three film producers, George Tompkins, Richard Donner and Charles Green, have formed a new organization here which will specialize in production of film commercials for television. The company will be called Signal Productions, Inc.

'Giant' Coast Bow

BURBANK, Calif., Oct. 15—More than 300 stars and industry leaders will attend the formal invitational Hollywood premiere of George Stevens' production, "Giant," at Grauman's Chinese Theatre Tuesday evening.

Canada Group Seeks Closed Circuit Pay TV

OTTAWA, Oct. 15.—Trans-Canada Telemeters, a subsidiary of Famous Players Canadian Corp., reportedly is arranging to commence closed circuit community pay tv in Canada on a per set basis to be paid monthly by set owners.

This operation is expected to start at Kitimat, B. C.; Kenora, Ontario, and North Battleford, Sask. Since the service does not use the airwaves, no Canadian Broadcasting Corp. permit is needed. However, the company is required to obtain Federal Transport Department approval.

This is now being sought by Famous Players to commence such operations.

WGA Seeks to Clarify Agents-Writers Link

The National Council of the Writer's Guild of America, in the first session of its annual meeting here, has approved a membership plan aimed at clarifying the relationship between agents and writers in the motion picture, television and radio fields.

Under terms of the proposal more than 2,000 members of WGA would deal in the future only with agents acquiring guild franchises after agreeing to a code of fair practices relating to commissions, terms of representation and services.

. . of Drive-ins

Seek Drive-In Organization

An effort to organize operators of drive-in theatres has been started in eastern Pennsylvania, southern New Jersey and Delaware. Exhibitors there are being asked to join forces in a formal group which would concern itself exclusively with operational problems of drive-in theatres.

Chicago Owner Is Cited

Stanford Kohlberg, owner and operator of the Starlite Drive-In Theatre, Chicago, is singled out for special attention in a recent Saturday Evening Post article titled "Big Boom in Outdoor Movies." The article say Kohlberg "has concentrated on lures that attract the customers in any kind of weather." The "lures" referred to include dancing under the stars, free milk and free diapers for babies, a driving range, a miniature golf course, door prizes and a Kiddieland for youngsters.

New Manager in Alabama

The new manager of the Marshall-Drive-In, Albertsville, Ala., is Ray McCulloch, a native of Decatur, Ala. McCulloch came to Decatur from Greensville, Ky., where he was manager of three theatres for the past several years.

High Court Will Review Suit vs WB

By J. A. OTTEN

WASHINGTON, Oct. 15.—The Supreme Court today agreed to review a lower court decision dismissing a stockholder's suit against Warner Brothers Pictures and various other groups.

At the same time, the court refused to upset lower court decisions in another case setting a two-year time limit on private damage anti-trust suits in Wisconsin prior to passage of the uniform four-year federal statute of limitations.

The stockholder suit accepted by the court was brought by Edward S. Birn, and was appealed to the high court by his estate. He had challenged a joint venture between Warner Brothers and United States Pictures, Inc., a firm owned by Milton Sperling, Harry Warner's son-in-law. Birn claimed this deal permitted Sperling to become unjustly enriched at the expense of the Warner stockholders.

Bad Faith Denied

The lower courts found there had been no bad faith or fraud in the deal, and that therefore, on technical legal grounds, Warner Brothers should have been listed as a plaintiff rather than a defendant. When that change was made, the courts added, the suit lacked the "diversity of citizenship" required for a suit in Federal Court, and therefore should be dismissed.

In agreeing today to review these lower court decisions, the Supreme Court said it would consider the Warner case together with another case involving a stockholder's suit against officials of the Chicago, North Shore and Milwaukee Railway Co. In that case, the stockholders charged that some officials of the railroad had made money by buying some property and selling it to the railroad at a profit, and that this injured the stockholders.

45-Minute Limit Set

The court said the cases should be argued later this year or early next year one after the other, with each side in each case limited to 45 minutes.

In the Wisconsin anti-trust case acted on by the high court today, Sheldon Grengs, a Wausau, Wisc., exhibitor, sued the eight major distributors and four theatre circuits formerly controlled by 20th Century-Fox. The Federal District Court and the Seventh Circuit Court of Appeals held that a private anti-trust suit is a suit to invoke penalties and so was subject to the Wisconson law fixing a two-year time limit on penalty-type suits. This meant the case was dismissed against the four circuits and against RKO and Paramount.

Grengs appealed to the Supreme Court, arguing that a private anti-trust suit is a damage action and should be governed by the six-year time limit set in Wisconsin for damage actions. He said the decisions in this case conflicted with decisions of other courts.

In reply, the distributors argued that not only was the lower court decision correct, but that the issue had become much less important since Congress had recently established a uniform Federal time limit to govern all private anti-trust suits.

The Supreme Court today gave no reason for its decision not to review the lower court rulings in this case, merely noting its action on a list of orders handed down at noon.

Myers Urges Cooperation

(*Continued from page 1*)

tion for divorced circuits to engage in production to help relieve the film shortage. He scored the Senate Small Business Committee's recent report for its contention that such a move would require authorization as well for producers-distributors to again own and operate theatres.

While calling for increased exhibitor organization cooperation in all matters on which they see alike, Myers said this is not the time for merging all exhibitors in to a single organization.

Hits Fewer-Films, Higher Prices

He attacked the current policy of fewer pictures at higher prices, contending that if continued it will end the motion picture's reign as mass entertainment. That, in turn, Myers contended, will invite new taxation and legislation burdensome to the industry and, with small theatres eliminated, no grass roots movement could be marshalled as in the past to successfully combat them.

The policy of fewer pictures at higher prices would be one of a number of subjects which might properly be discussed at a joint meeting of exhibitor leaders with top company executives, such as suggested by Ruben Shor, Allied president.

Favors Private Discussions

Myers said it was not Allied's intention to discuss at such a meeting the trade practices of any company in the presence of its competitors, as inferred by some company presidents in declining Allied's proposal for a joint meetings. Other subjects besides production policy which might properly be discussed, he said, were the advertising and exploiting of pictures, boosting attendance at all theatres, and enlisting allied interests such as investors, creditors, landlords and suppliers of the industry in a campaign to improve its economic wellbeing.

Whether or not Allied will agree to again participate in individual, rather than joint meetings with production-distribution executives, as suggested by some of them, remains for the Allied board to decide at its Nov. 25-26 meeting in Dallas, Myers said. He added, however, that his personal experience with such meetings has been that, when completed, "you find that the condition is about the same as when you started."

Over 75 distributors, suppliers, exhibitors and their wives registered for the convention which will continue through tomorrow.

Edward W. Lider, president, introduced Myers, whose keynote address was made to a shirt-sleeve audience basking in an unusual 80-degree temperature. Following the keynote, Irving Dollinger, treasurer of Allied States, gave an EDC report to a closed meeting of exhibitors.

It is expected that tomorrow's registration will reach 200. Film clinics and panel discussions on concessions and insurance will highlight the morning's activities. William C. Gehring of 20th Century-Fox will address the convention in the afternoon and a banquet will close convention activities tomorrow night.

No Merger, Says Shor

(*Continued from page 1*)

others. Meetings of the group gave rise to reports that some alliance with TOA, among other subjects, was under discussion.

"As president of Allied States," Shor said, "I believe that I am in a better position to know what is going on in this association than any one else. I can state of my own knowledge that there have been no conferences in recent weeks concerning a possible merger with Theatre Owners of America, or concerning the part which Abram F. Myers would take in any such merger should it ever take place.

"Rumors of the kind that have been circulating regarding Allied and its chairman and general counsel—whatever their source or inspiration—are calculated to weaken Allied and embarrass its officers at a time when they are bending every effort to serve Allied, its members and the industry in general."

See Kintner Resigning

(*Continued from page 1*)

of the board of directors of the parent company.

Reports of differences of opinion between Kintner and AB-PT officials on operational matters, particularly with reference to television programming, have been current in the industry for some time. In these disputes, the support of the directorate was strongly in favor of the parent-company group.

Kintner is said to be slated for the presidency of the television division of Columbia Broadcasting System, in the post now occupied by J. L. Van Volkenburg, whose resignation is believed to be imminent.

In the THEATRE EQUIPMENT and Refreshment WORLD . . .

. . . with RAY GALLO

WALTER FUTTER'S new Vi scope "Super-Prominar" l was selected for the current show of "Giant" at the Roxy theatre New York. The throw at the R is short for a theatre of such la capacity, while the screen is arou 60 feet wide, requiring a wide-an lens of high speed like the "Sup Prominar."

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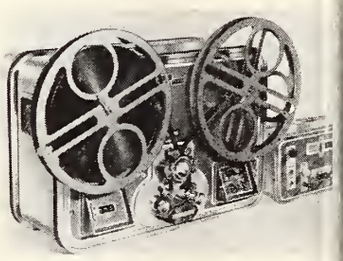


Mark IX is the name given to new synchronous magnetic film cording system developed by M nasyne Mfg. Co., Ltd., with rem control box enabling the system be "push-button" operated. This sm portable assembly, which is sho in the photo above, incorporates a mote footage counter, amplifier a motor switching. The manufactu emphasizes "ruggedized" construct with amplifier components of the ty used in guided missiles. One vers of the several models offered is "Safari Console," which includes sound blimping, power supply a mixing facilities required on locati

•

The National Carbon Company sponsoring John Cameron Sway "News Caravan" on NBC-TV dur the major part of October, on M days and Thursdays at 7:45 to 8 P. DuPont has taken an option to sp sor the same program later.

•

Stancil-Hoffman Corp., Hollywo has appointed S.O.S. Cinema Sup Corp., New York, distributor of line of synchronous magnetic reco ers. A new model, the S6D, is a s chronous recorder incorporating tr sistor circuit amplifiers. It was hibited by S.O.S. at the fall SMP convention in Los Angeles.

•

The Prestoseal Mfg. Co., Long land City, N. Y., has come out w a new cementless splicer named "Miracle Presto-Splicer," and clai it can complete a splice of Cronar any other type of film in 10 secon National Theatre Supply has b named distributor of the "Mirac splicer in the New York territory.

llied Artists

(Continued from page 1)

year before taxes of $801,875 as pared with $1,064,494, Broidy . Domestic and Canadian film al income in 1956 increased to 854,000 from $9,441,000 in 1955, foreign film rentals increased to 46.000 from $2,601,000.

ncluded in the 1955 income was item of $461,557, Broidy pointed which was received from the of fully amortized pictures. hereas no such extraordinary in- e was received in 1956. If this were excluded, the 1955 net me before taxes would have been 2,937, compared with the 1956 re of $801,875 indicating a sub- tial increase from normal opera- s in 1956. Federal income taxes e $430,000 in 1956 and $466,000 955, leaving net income of $371,- in 1956 and $598,494 in 1955."

Inventories Hit High Mark

urrent and working assets of the pany as of June 30 this year ex- ed current liabilities by $5,432,- Broidy continued. "Inventories ned a record level of $9,219,000 pared with $5,282,000 on July 2, . This increase in inventory was mainly to our enlarged program ajor pictures.

t this time we have the largest log of completed and unreleased ures in our history. To finance large inventory, our bank loans e increased to $3,609,000 at June 1956 from $1,700,000 on July 2, ."

A. Annual Meeting ll Be Held Nov. 14

OLLYWOOD, Oct. 15.—The an- meeting of Allied Artists stock- ers will be held here on Nov. 14 lect nine directors and transact r business. Management's proxy mittee for the election of directors ists of Samuel Broidy, G. D. ows, H. J. Mirisch and Herman in.

outine' Talks

(Continued from page 1)

In Chicago, Davis talked with & Howell officials on new equip- developed by the company. He Rank has a long term agreement B & H for equipment manufac- l under a joint licensee program listribution in many parts of the d.

e conferred here yesterday with rt Benjamin, president of the American company.

ell' Big in Atlanta

ie biggest opening weekend gross ny 20th Century-Fox picture to the Fox, Atlanta, this year was d Friday-Saturday-Sunday by veen Heaven and Hell" in naScope, according to theatre ts. The 3-day take bests "The and I" by more than $2,000 and bstantially ahead of the marks Bus Stop" and "Carousel."

Magna, Fox, UATC Invest

(Continued from page 1)

company, 47 per cent of the net profits from the Todd-AO version of "South Pacific" would be received by R & H Pictures. Skouras said that Magna would receive 53 per cent of the net profits from the film with 10 per cent of this going to 20th-Fox, which is investing $2,000,000 in the production. "Twentieth will also pay monies accrued if the film goes over the budget which has not yet been set," Skouras said.

RKO Radio Pictures, which has the foreign distribution rights to the CinemaScope and Todd-AO versions of "Oklahoma!", has informed Magna Theatre Corp. that it foresees a foreign gross of $12,000,000 for the film, George P. Skouras, president of Magna Theatres, said here yesterday.

Skouras added that 20th-Fox, which will also distribute "South Pacific" world-wide after its roadshow engagements, has agreed upon a 20 per cent distribution charge for the picture. He said that the same distribution charge applies to "Oklahoma!" with Magna having approval on all sales contracts.

Skouras said he expects to have at least 50 roadshow engagements for "South Pacific" in Todd-AO. He said that "Oklahoma!" in 30 roadshow engagements grossed domestically $6,500,000, of which the New York engagement at the Rivoli Theatre contributed $1,275,000.

Commenting on the agreement with 20th-Fox regarding "Oklahoma!" Skouras said that Fox will pay Magna $1,000,000 on Feb. 1, 1957, and $1,500,000 in March.

Hammerstein said that thus far no cast has been set for "South Pacific," which will be directed by Joshua Logan. He said it is the intention of R & H Pictures to eventually produce as motion pictures "Allegro," "Me and Juliet" and "Pipe Dream." He said that Magna Theatres has first call on film rights to these stage plays.

"I find that the Todd-AO process is the best film medium employed in the industry today," Hammerstein said, "because of the wide-angle landscape features as well as the intimate close-ups which it affords." Hammerstein said that he will leave here shortly for Australia via Hawaii to look for locations for "South Pacific" and to attend the openings of "Oklahoma!" and "The King and I," the latter in CinemaScope, in Australia.

MPEA Meeting Today on Four License Divisions

The division of licenses in Burma, Formosa, Indonesia and Pakistan will highlight the agenda of today's meeting of the board of directors of the Motion Picture Export Association.

Also on the agenda, according to a representative of the MPEA, is a labor problem in Brazil.

Campbell Named

(Continued from page 1)

elected at a board meeting last Friday here.

As vice-president of RKO Teleradio, the company operating the entertainment properties of General Tire & Rubber Co., Campbell will supervise national sales for General Teleradio's owned and operated stations and for the Mutual Broadcasting System, the firm's radio network. Prior to his election, Campbell was national sales manager for General Teleradio.

Campbell's election, O'Neil said, is part of the recently announced plan by means of which RKO Teleradio Pictures is knitting more closely the related activities of its various entertainment adjuncts.

O'Leary Retires

(Continued from page 1)

remain as a consultant to the company.

He was with the Comerford organization for 30 years, making his headquarters in Scranton, Pa. A member of the Motion Picture Pioneers, O'Leary also was an officer of Theatre Owners of America and its predecessor, Motion Picture Theatre Owners of America, for many years.

Alfred Starr

(Continued from page 1)

Co., which he managed in cooperation with his brother, Milton, was highly instrumental in making Theatre Owners of America prominent in industry affairs, having been president of TOA during 1953-54. He served as chairman of the executive committee and was a member of the board of directors from 1954 to 1956.

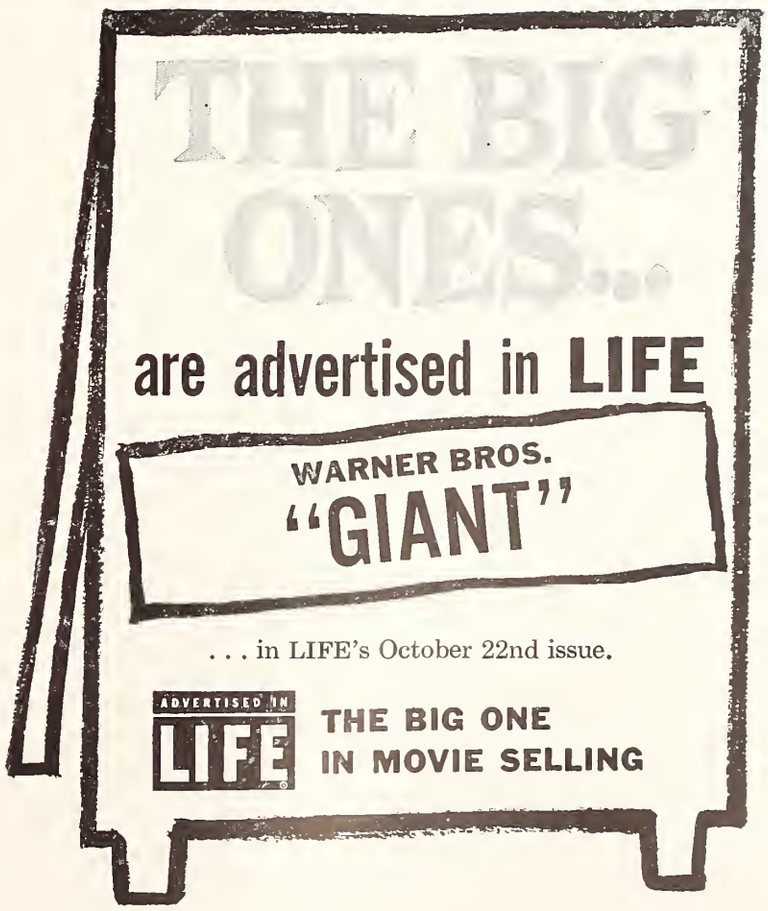
At the recent TOA convention, the prominent Southern theatreman was named a member of the executive committee and the finance committee. He was also a member of the board of the Will Rogers Memorial Hospital.

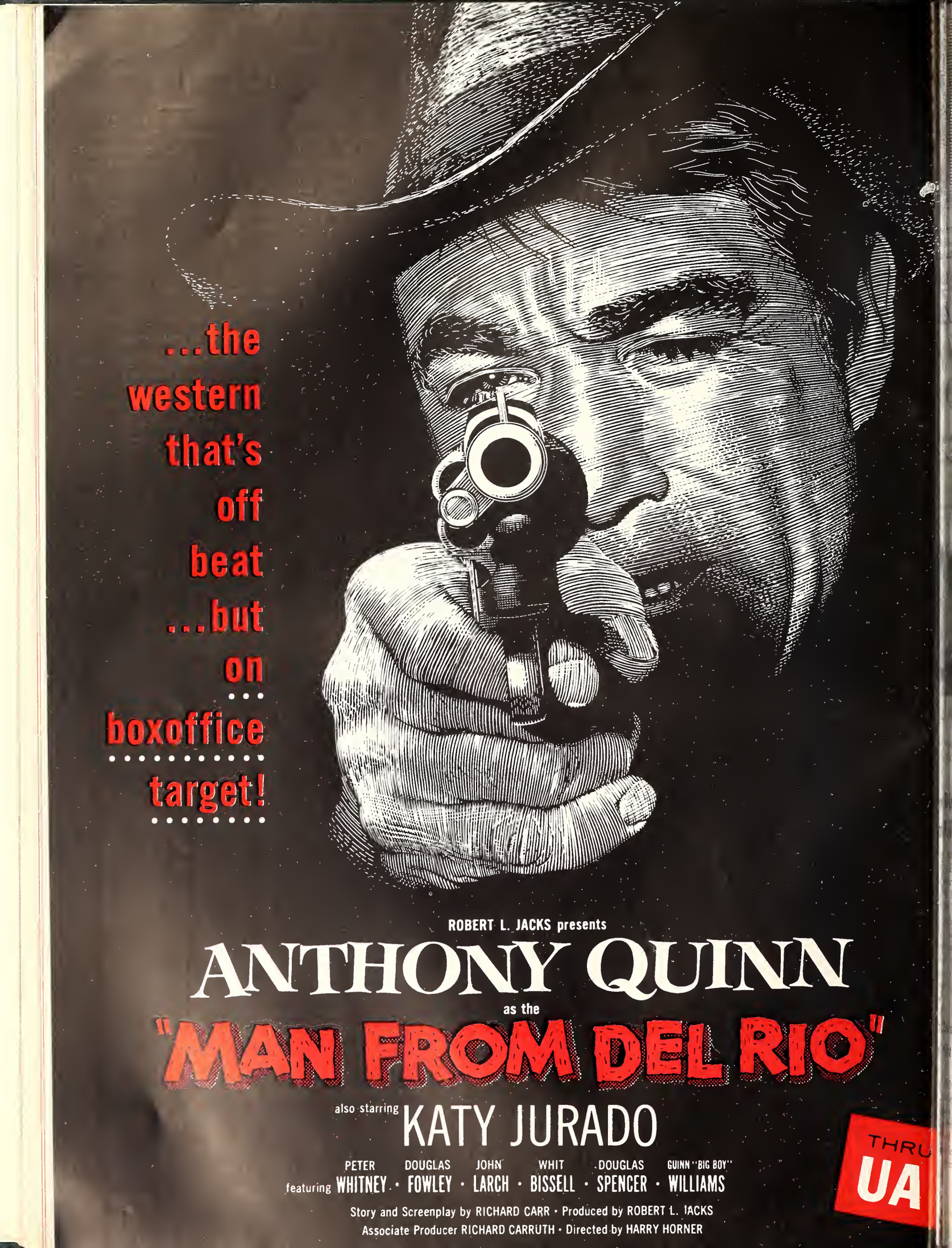
Active in Civic Affairs

Starr was also active in local community affairs here. He was a founder of the Nashville Symphony Orchestra and past president of the Nashville Community Chest. He was treasurer and trustee of the Nashville Children's Museum and an incorporator of the Nashville Educational Television Foundation.

As co-chairman of the Committee Against Pay-As-You-See Television, Starr, along with Trueman Rembusch, of Allied States Association, led the fight against subscription television, which is currently pending before the Federal Communications Commission.

Burial will take place here on Wednesday.





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featuring PETER WHITNEY · DOUGLAS FOWLEY · JOHN LARCH · WHIT BISSELL · DOUGLAS SPENCER · GUINN "BIG BOY" WILLIAMS

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Associate Producer RICHARD CARRUTH · Directed by HARRY HORNER

THRU UA

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

80, NO. 75 NEW YORK, U. S. A. WEDNESDAY, OCTOBER 17, 1956 TEN CENTS

ective Now

intner Quits s President f ABC Web

deuson Will Assume ervision of Division

ert E. Kintner has resigned as ent of the American Broadcast-., a division of American Broadcasting - Paramount Theatres, Inc., it was announced yesterday by Leonard H. Goldenson, president of the corporation. It was also stated that Goldenson will assume direct supervision of the broadcasting division in addition to his present as president of AB-PT.

ert Kintner

tner submitted his resignation as

(*Continued on page* 6)

ributors List 65 s for Awards Ballot

y 65 pictures have been named n distributors for the Audience s nominating ballot, as against st year, it was reported yesterday Robert W. Coyne, COMPO irman.

reason for the drop in the r, Coyne explained, is that this listributors were asked to put ontention only those pictures they themselves felt had a

(*Continued on page* 6)

lemy Presentations, Nominations, for TV

From THE DAILY Bureau

LLYWOOD, Oct. 16.—The ny Awards presentations cere- will be telecast over the NBC k on Mar. 27 from the Holly- Pantages Theatre under Olds- sponsorship, according to an ent reached by General Motors

(*Continued on page* 6)

CS Use Holding Up Fox, Republic Deal

The utilization of the CinemaScope or Naturama processes on Republic Pictures product in the foreign market is a major point which is holding up the signing of the British film distribution agreement between 20th Century-Fox and Republic, it was learned here yesterday.

According to a Republic official, 20th-Fox maintains that all Republic Pictures should be made in CinemaScope as that process "offers the company the best distribution possibilities abroad." However, Republic desires to have its product made in its own anamorphic process, Naturama, which is compatible with CinemaScope.

The disagreement on this point arises because Republic does not want to lose its Naturama rights foreignwise and its identity with the process in Great Britain, it was pointed out by the official.

Another factor, the Republic official

(*Continued on page* 2)

Suit Filed Asking Halt Of '80 Days' Showing

James Poe, Hollywood writer, filed suit in New York Federal Court here yesterday against Michael Todd, producer of "Around the World in 80 Days," and Michael Todd Co., Inc., asking $250,000 damages and an injunction to prevent the defendants

(*Continued on page* 6)

Siegel Prefers Production To Post as Loew's Head

From THE DAILY Bureau

HOLLYWOOD, Oct. 16 — Sol C. Siegel, who last night telephoned Loew's board chairman Nicholas M. Schenck his decision to withdraw from consideration for the company presidency, today told the MOTION PICTURE DAILY, "I decided my place is here, making pictures, which is something I am supposed to know something about, rather than back there in work which must include an unknown quotient."

Siegel has three more pictures to make, independently, for MGM release, under his present contract. His "High Society" is in current release.

Meanwhile, in New York, the Loew's board of directors meeting scheduled for tomorrow has been postponed until Thursday.

MPEA Suspends Talks On Danish Film Imports

Negotiations between the Motion Picture Export Association and Denmark concerning the import of American product into that country have been temporarily suspended, it was announced here yesterday following a meeting of the MPEA directorate.

According to an official of the

(*Continued on page* 6)

REVIEW:

The Teahouse Of The August Moon

MGM—CinemaScope

FEW PLAYS in the history of the American theatre have been given as faithful an adaptation in their transition to the screen as Metro has given John Patrick's "The Teahouse of the August Moon." As a matter of fact, few works by native playwrights have been so deserving of such respectful treatment as this wonderful comedy about the efforts of American forces to make over Okinawa in the image of the U. S. A.

This faithful preservation of most of the merits of the original has paid off in a picture which is certain to receive acclaim from the newspaper critics as well as the public. And, among the latter, even those who may never have heard of the stage version will be attracted to the film by the magnetism of its two popular stars—Marlon Brando and Glenn Ford.

In "Teahouse" each of these first-rate actors has been tossed a his-

(*Continued on page* 3)

Stellings Says:

TOA Pledges 'Support' To Independents

Also Reaffirms Staud for Single Exhibitors' Group

By LESTER DINOFF

(Picture on Page 2)

Theatre Owners of America will support all forms of independent film production to alleviate the product shortage by encouraging its membership to play such pictures, Ernest Stellings, president, said yesterday.

At a press conference here prior to departure for his Charlotte, N. C., home, Stellings also reiterated the TOA position of being in favor of one national exhibition association. He also disclosed that TOA has conferred

(*Continued on page* 2)

Downing Finds 'Quality' Hollywood Guide Now

Motion picture producers are keeping abreast of the times by "turning out quality merchandise which the public wants to buy," according to Russell V. Downing, president and managing director of the Radio City Music Hall, who returned here earlier this week from a trip to Hollywood.

Russell Downing

Downing, pointing out that he only visited three studios while on the

(*Continued on page* 2)

N. E. Exhibitors Hear Gehring as Meet Ends

Special to THE DAILY

WINCHENDON, Mass., Oct. 16.—Open discussions on concession and insurance problems highlighted the morning's activities as the 1956 convention of Independent Exhibitors,

(*Continued on page* 6)

PERSONAL MENTION

A. MONTAGUE and RUBE JACKTER, Columbia Pictures general and assistant general sales manager, respectively, are in Toronto today from New York.

•

W. C. GEHRING, vice-president of 20th Century-Fox, and MARTIN MOSKOWITZ, Eastern division manager, have returned to New York from Boston.

•

WALTER WANGER will return to Hollywood today from New York.

•

FRANCIS HERWOOD, vice-president of Bank of America in the motion picture department, has returned to Los Angeles from New York.

•

HAROLD G. BOXALL, managing director of London Film Productions, Ltd., and MRS. BOXALL will arrive in New York from England today aboard the "Queen Mary."

•

GEORGE ABBOTT and ROBERT GRIFFITH, producers, have arrived in Hollywood from New York.

•

LEE KOKEN, of RKO Theatres, has left here for a vacation in Arizona.

•

JAMES HILL, producer, and ALEXANDER MACKENDRICK will arrive in New York on Friday from the Coast.

•

DANA ANDREWS will leave New York today for London via B.O.A.C.

•

MUN DELANO, Columbia Pictures booker in Chicago, is retiring after 27 years with the company.

Writers Guild Resolves To Fight Censorship

The Writers Guild of America, East, has announced that its National Council, which met here over the weekend, passed a resolution recommending that its membership of more than 2,000 writers on both coasts seek to "remove unjustified censorship restraints whenever possible."

Asserting that writers "have exercised in the past and will continue to exercise appropriate good taste and good judgment," the guild's policy group declared that these qualities "cannot be formulated in a set of rules." Previously, the council had heard reports on "pressure groups within the radio, television and motion picture industries," which it was said, "often attempt to force the writer to revise his script completely between the time of delivery and the actual production of the material."

M. P. DAILY picture

HIS FIRST PRESS CONFERENCE, as president: Ernest G. Stellings, in the TOA offices yesterday. In the background, Herman Levy and Albert Pickus.

TOA Will Aid Independents

(*Continued from page* 1)

with a management consultant firm in its search for an executive director and that TOA has several men "under consideration for the post."

Stellings said he has already conferred with two independent producers who told him of their main problems—liquidation and distribution of their product. "We can offer independent producers assurances concerning liquidation," he said, explaining that the organization would "act, if necessary, as a clearing house between producer and exhibitor." Stellings pointed out that TOA's activities in this field would be governed by the trade association's charter.

Stellings said that TOA's immediate plans for encouraging independent production do not include financing. He indicated, however, that the TOA-sponsored Exhibitors Film Financial Group, the inactive investment group, could be revived if necessary.

The mid-winter combined meeting of the board of directors and executive committee of Theatre Owners of America will be held at the Blackstone Hotel in Chicago, March 3, 4 and 5, it was announced here yesterday by TOA president Ernest Stellings. The 1957 convention of TOA will be held Nov. 17-21 at the Americano Hotel, in Miami Beach, he said.

Several Interviewed

Commenting on the organization's search for an executive director, Stellings said Herman Levy, TOA general counsel, and Walter Reade, Jr., TOA executive, have interviewed a number of qualified personnel, but thus far "haven't come up with the right man."

On the formation of one national exhibition association, he said "one group would enhance the industry if it speaks for all retailers, which exhibitors are." He said he has not met with any leaders of Allied States Association concerning "a merger," but 'will meet with anyone, anywhere at any time in the interests of exhibitors."

Stellings also reported that within a short time TOA will announce the members of its standing committees, and representatives of the committees which will attempt to meet with the distribution sales chiefs and set up a new arbitration plan.

Attending the press conference with Stellings were Levy, Reade, Albert M. Pickus, vice-president, and Joseph G. Alterman, assistant secretary.

Downing Finds

(*Continued from page* 1)

West Coast—M-G-M, Columbia, and Warner Brothers—said that "I am pleased with what I saw."

"Less pictures are being produced, but there is a high concentration on bigger and better films for theatres. The studios are not producing in quantity just to make pictures. They are on the right track in trying to make each picture the best in quality," he said.

Fox-Republic Deal

(*Continued from page* 1)

said, is whether 20th-Fox would waive its franchise rights to CinemaScope if Republic would utilize the process. Twentieth Century-Fox has been securing about $25,000 from outside producers who seek to use the CinemaScope process for a single film and about $100,000 from a producer who plans to make at least four films in the CinemaScope process.

TOA Group t Starr Funer

Special to THE DAILY

NASHVILLE, Tenn., Oct. 1 delegation of exhibitor members officers of Theatre Owners of Am will attend the funeral of the Alfred Starr, president of the Amusement Co., which will take here tomorrow afternoon.

Starr, who was a founder of and a past president of the orga tion, suffered a fatal heart a here Monday. He was 58 years

Representing TOA will be G Kerasotes, John W. Keiler II, H C. Dennings, Mortun C. Tune Solomon, A. Fuller Sams, Jr., Edi C. Grainger of the Crescent A ment Co., and Tom Bloomer.

Meanwhile, in New York, president Ernest Stellings annou that TOA will set up a perm memorial to Starr, the Child Museum of Nashville, "one o favorite activities." Stellings sa has been requested by the fam request that flowers not be sent that contributions be given inste Philip Harling in New York fo Children's Museum.

Stellings Pays Tribute

Stellings said that "the unt death of our dear friend and asso Alfred Starr, is a source of great ness to all of us. There is a void ahead. His passing is a loss to the industry which he lov much, and to which he gave than his share in effort, in energy in time It was his good fortu it was ours, that he was endowed limitless and indomitable courage with an utterly and completely s dedication to the protection rights of the less fortunate. H left his mark."

Rites for Mrs. Gagli

Funeral services for Mrs Gagliardi, mother of Gio Gag executive engineer of Stanley W Theatres, will be held today A.M., at McCorry Bros. F Home, Cliffside Park, N. J.

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Attendance ows Decline

From THE DAILY Bureau

DON, Oct. 16 (By Cable).— e attendance in England totaled 0,000 paid admissions for the ending June 30, according to s reported in the Board of Journal today. It represented tinuing decline" in attendance, ort said, being 9 per cent few- the second quarter of 1955. adance for the period repre- an average of 5.6 visits per head population, which compares 2 visits a year earlier. Admis- ere 2 per cent below those of vious quarter this year.

BOT figures were compiled turns sent in by 4,424 theatres seating capacity of 4,078,000. l in attendance compared with ond quarter in 1955 is greater e average in the Northwestern dland regions, probably due, it d, to the recent introduction mercial television there.

tres in all size groups showed es against the comparable in 1955. The smallest thea- ating 250 or fewer, were the ected and showed a 3 per cent ns increase over the previous

income for the period was 00 pounds ($71,220,800), s 7 per cent below that in the nding quarter in 1955.

Defers Action on 1948 TV Film Pay

LYWOOD, Oct. 16. — The Actors Guild board of direc- o last night listened to execu- retary John L. Dales' report New York conversations with v Fox and others concerning ts to talent appearing in post- lms sold to television, today decisive action in the matter l continue to explore ramifica- n several fronts. Later this discussions will be had with ociation of Motion Picture Pro- C & C Corp., and possibly roups.

subject was touched on only at last night's regular meeting.

. Seidenberg Named

FRANCISCO, Oct. 16.—Har- Seidenberg, formerly with Fox oast Theatres in Oakland and an of 32 years in the theatre s, has been named managing of the Orpheum, which houses erama films here.

nberg succeeds Paul Swater, s been assigned to Miami, Fla., n Cinerama's newest theatre.

Promotes Mansfield

LYWOOD, Oct. 16.—Consoli- Film Industries vice-president ow today announced the addi- Lewis Mansfield, former plant r of the Eastern laboratory, to nagerial staff at CFI.

TEAHOUSE OF THE AUGUST MOON

(CONTINUED FROM PAGE 1)

trionic challenge by producer Jack Cummings, and, in this observer's opinion, both have met it in style. Brando is cast as Sakini, the Okinawan interpreter who acts as commentator as well as participant in the action of the story. At a preview of the film in New York there was some disagreement noted afterward as to how well he plays the role—some (most of whom had seen David Wayne in the part on the stage) feeling Brando was miscast. But this reviewer sides with those who think otherwise, feeling that the brilliant Brando has pulled off another acting coup. Everything seems astonishingly right—from the realistic Oriental makeup to the winning air of rascality that he conveys. Whether pro or con Brando will again cause talk.

About Glenn Ford's performance, however, no carping should be heard from anyone who sees it. He has his best role in years as the earnest but befuddled Capt. Fisby who is given the assignment of bringing the gift of American "know-how" to the natives of Tobiki, one of the small villages in Okinawa. The character is essentially comic, but he acquires knowledge and undergoes a basic change in the course of the story. Ford has projected all aspects of this to the life.

All of Capt. Fisby's misadventures with the Okinawans have been faithfully retained in the film, and they are just as productive of hilarity as they ever were. The fun begins as the captain sets out on the trip to Tobiki in that impossibly overloaded jeep, and this tour permits in the film some views of the Okinawan (actually Japanese) countryside in CinemaScope and MetroColor that are beautiful to see.

THE MERRIMENT continues apace as Ford sets out to teach the natives how to rebuild their village into a thriving and prosperous community. All of the captain's plans backfire: He wants the natives to produce handicrafts for tourist trade, but they prove they can make more money with brandy made from sweet potatoes. The captain wants them to build a "Pentagon-shaped" schoolhouse in accordance with instructions from Washington; and they persuade him to let them build a teahouse (or community recreational center) instead. Also, the distraught captain doesn't want a geisha girl for a servant, and they force one upon him in a very funny scene. (This relationship is described in the film as "platonic" and is handled in good taste.)

There is, of course, a satiric intent in all this, and quite a few of the laughs are at the expense of American initiative and ingenuity as well as "authoritarianism" in the army. That latter quality is most trenchantly depicted in a caricature of a colonel who believes in doing everything by the book—with no allowances for anything so trivial as human nature. As played in broad and hearty strokes by Paul Ford (who also played the role on the stage) this character is the funniest thing in the film.

But Eddie Albert also provides some genuine humor in the part of a psychiatrist dispatched to observe the hero who then also becomes converted to the leisurely native customs. As the geisha girl, Machiko Kyo is lovely and delicate in the way of Japanese actresses and at one point does an attractive native dance. Daniel Mann has skillfully directed the whole thing from the screenplay by Patrick.

Underneath all the general merriment in "Teahouse" for those in the audience wishing to look for them are some solid truths about the ways of mankind and the need for tolerance of the other fellow. It is this which gives added substance to the picture and helps to make it one of the top films of the year.

Running time, 123 minutes. General classification. For December release.

RICHARD GERTNER

'Giant' on Coast Tonight

HOLLYWOOD, Oct. 16 — George Stevens' "Giant" is scheduled to open here tomorrow evening at Grauman's Chinese Theatre to a large turnout of celebrities and members of the press, according to Warner Brothers, which is releasing the picture. The gala opening is planned as part of a current glamorization program for Hollywood Boulevard, which has been resurfaced and decorated for the premiere, it was announced.

C. V. Whitney on Coast

HOLLYWOOD, Oct. 16.—C. V. Whitney will arrive here tomorrow from New York for a week of conferences with producer Robert L. Bendick and writer Eleanor Griffin on "The Healing Woods," which goes into production in December with a year-long shooting schedule, and with vice-president Merian C. Cooper on "Valiant Virginians," expected to be biggest C. V. Whitney Pictures, Inc., production for 1957.

. . . NEWS ROUNDUP

Sullivan Featuring 'Fire'

Ed Sullivan's visit with Rita Hayworth, Robert Mitchum and Jack Lemmon on the location set of Columbia's "Fire Down Below," will be the top feature of the tv star's weekly show this Sunday night over CBS. The segment will consist of film footage especially shot for the show a few months ago when Sullivan flew down to Tobago, British West Indies, to visit the location filming set of the Warwick production.

'Opposite Sex' Opens Today

Virtually all key-city runs are set for opening M-G-M's "The Opposite Sex," starting today when the Joe Pasternak production premieres at the Orpheum in Denver and the Broadway in Portland. In addition to the key runs, there are approximately 100 first-run bookings for next month.

Spanish Film Premiere

"Marcelino," one of the first Spanish films of major importance to be presented in the United States, will have its American premiere at the Fine Arts Theatre here on Monday evening, it is announced by Richard Davis, president of the United Motion Picture Organization, distributors of the film in this country. The opening performance will be held for the benefit of the Casita Maria, a Settlement House which serves the Puerto Rican population of East Harlem.

Sunken 'Doria' Filmed

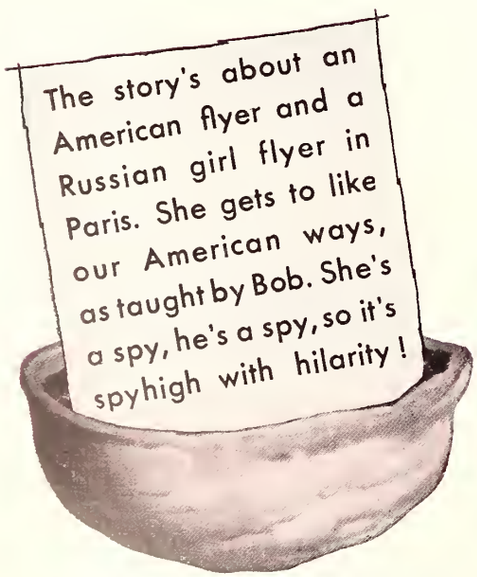
The first motion pictures ever made of the lost Italian liner "Andrea Doria" at the bottom of the sea, made by a team of skin-divers, will be highlighted in Pathe Pictures, Inc.'s soon-to-be-released issue of its "News Magazine of the Screen," it has been announced by Robert G. Youngson, editor-in-chief.

RCA Capacity 500,000 Color TV Sets in 1957

PHILADELPHIA, Oct. 16.—David Sarnoff, chairman of Radio Corp. of America, presented the possibility that the company could produce 500,000 color tv sets in 1957, but said it would "take a little while" before the present $495 price on a 21-inch color set can be lowered.

At a meeting of RCA dealers called by the manufacturer's Philadelphia distributor, Raymond Rosen & Co., Rosen officials told Gen. Sarnoff that they had delivered 1,107 color sets in one week and said they thought "we can sell 50,000 color tv receivers next year."

BOB an
SIMPL



THE STORY IN A NUTSHELL!

Bravo to the wise showmen who put BOB HOPE and KATHARINE HEPBURN together in the BIG comedy "THE IRON PETTICOAT." They're positively the funniest pair in pictures.

KATE GREAT!

THERE'S MONEY IN THIS FUNNY, FUNNY SHOW!

M-G-M presents in VISTAVISION and TECHNICOLOR®

BOB HOPE · KATHARINE HEPBURN

in

"THE IRON PETTICOAT"

with

NOEL MIDDLETON
JAMES ROBERTSON-JUSTICE
ROBERT HELPMANN

Produced by **BETTY E. BOX** · Directed by **RALPH THOMAS**

A REMUS FILM

Produced in association with **HARRY SALTZMAN**

An M-G-M Release

N. E. Groups

(*Continued from page* 1)

Inc., and the Drive-in Theatre Association of New England began its second and final day at Toy Town Tavern here.

William C. Gehring, vice-president of 20th Century-Fox, gave the major address of the day. Introduced by Nathan Yamins, national delegate to Allied States, Gehring stressed the uniting of all exhibitors into one organization for strength and survival. He claimed the key to television competition among exhibitors is to offer comfort and convenience, since the theatre product is superior.

Jack G. Wallins, vice-president of Yarchin and Co., spoke on the insurance problems of conventionals and drive-ins.

Phil Lowe, of Theatre Candy, Inc., and Nap Buchman, of Theatre Merchandising Corp., led the group discussions on theatre concessions.

A banquet, with George Roberts as toastmaster, closed the convention festivities tonight.

Distributors List 65

(*Continued from page* 1)

chance of winning the Audience Awards election.

The nominating ballot is now being printed and will be mailed later this week through National Screen Service exchanges to more than 17,000 theatres. The distributors who entered pictures and personalities for the nominating ballot, and the number of pictures listed by each, are as follows: Allied Artists, five; Columbia, six; MGM, 12; Paramount, 11; RKO, three; Republic, three; Trans-Lux, two; 20th Century-Fox, four; United Artists, three; Universal, 10; Warner Brothers, six.

Poe Files Suit

(*Continued from page* 1)

from exhibition of the picture until he is given screen play credit.

Poe charged in his suit that he had signed a contract in May, 1955, to work on the screen play and that he was guaranteed credit therein along with John Farrow and S. J. Perelman, as co-writers. When Todd refused to give Poe credit, the dispute was taken to the Writers Guild of America, West, which ruled that he was entitled to it. Todd refused to abide by this ruling, Poe charged, and that has caused an "infringement of his right and serious damage to him," he said in the suit.

Seek to Lift Ban

A petition to lift the Board of Regents ban on the French film, "Lady Chatterley's Lover," will be filed today in New York State's Supreme Court in Albany. Attorney Ephraim S. London will institute the court action for Kingsley International Pictures Corp., American distributor of the film.

One Man's TViews

By Pinky Herman

WHY Editors get gray (or Bald) . . . A note from one of the Nets' Trade News Dep't is titled "Correction, Please" and goes on to advise that and we quote ". . . programs for the Oct. 22, 29 and Nov. 5 time period will be announced, on Nov. 12" unquote:— CORRECTION PLEASE, indeed . . . Henry Tobias, who's been re-signed for another season as Program Director at the Eden Roc in Miami Beach, tells us they've booked $100,000 worth of talent for a ten-week splurge. Included in the array of stars are Harry Belafonte, Milton Berle, Joe E. Lewis, Nat King Cole, Johnnie Ray and Georgia Gibbs. Watch TV Execs toy with skeds to make room for live shows to originate at Miami Beach and Las Vegas what with so many headliners playing there. . . . Irving Caesar's new LP Coral Album, "And Then I Wrote," is a MUST for deejays. The songwriter offers a priceless imitation of Jimmy Durante singing Irving's "Umbriago," also sings some of his great ditties including "Tea For Two," "Swanee," "Is It True What They Say About Dixie," "Just A Gigolo," "Crazy Rhythm" and "If I Forget You." . . .

☆ ☆ ☆

There have been many take-offs on Edward R. Murrow's CBScintillating TVehicle, "Person to Person" and included in the list are "Face to Face," "Back to Back," "Station to Station," "Parson to Parson." Although Stars of competing nets have participated in the spoofing (and with much success) we still are of the opinion that we won't see "Network To Network." . . . Kathy Nolan has been signed by Producer Mel Epstein for the femme lead opposite John Lupton in the "The Rescue" episode of the "Broken Arrow" teleseries which is currently being megged at the TCF-TV Studios by Hollingsworth Morse. . . . Jack Carson seen huddling with Ira Avery of BBDO at Rattazzi's Bistro in Gotham. New TV series being hatched???? . . . Thrush Maggie Whiting elected Prexy of the Thalians, a group of Hollywoodites doing a fine job of raising funds for mental health institutions. . . . Mr. & Mrs. Burt Zucker (he's Exec at Camera Equipment Co. Inc.) en route to European honeymoon. . . . Yuletide is just around the corner. Allan Swift has cut two Chesterfield Ciggie Xmas commershills at ATV Studios.

Edward R. Murrow

☆ ☆ ☆

The Sixth Annual Celebrity Parade for Cerebral Palsy, a 21-hour continuous telecast featuring hundreds of personalities in Show Business, will go into action Saturday at 10:00 P.M. over WOR-TV and will be emceed by Dennis James assisted by Jane Pickens and Maria Riva. . . . "First Meeting," a new half-hour program which brings together famous people from all walks of life, will make its debut Sunday at 5:00 P.M. TVia NBC. The unusual human interest program was created by Garry Stevens who'll produce the show which will feature David Brinkley, Washington NBCorrespondent, as Moderator. . . . Filmline Corporation of Milford, Conn. has gone into politics. That is—the enterprising engineering firm has recently installed a unit of its film processing equipment in the U.S. Senate recording studios at the Capitol in Washington and will install a similar unit Nov. 10 at the United Nations Building in New York. . . . "The Big Payoff" will be telecast in full color during the week starting Oct. 22. A CBSmart move since milady, definitely on a fashion kick at this time of the year, can feast her orbs on the latest styles, color and moods. . . .

Dennis James

☆ ☆ ☆

Increased production sked in the filmed TV commercials and Industrials has prompted Mel Gold Productions to lease the entire third floor of the Capitol Theatre Bldg. on Broadway. . . . The National Hat Institute has voted John Bromfield, NTAbbed "The Sheriff of Cochise," the World's Best Hatted Western Star. . . . The first of Screen Gems-filmed shows for "Playhouse 90" CBSeries titled "The Country Husband," will be seen Thurs., Nov. 1 at 9:30-11:00 P.M.

Kintner Quits

(*Continued from page* 1)

president of ABC and vice-preside and director of AB-PT at a spec meeting of the board of directors ye terday afternoon. "His request to relieved of his duties, effective imm miately, was accepted by the board Goldenson said.

Kintner's decision to leave AB "terminates an association which personally have respected. We wish him every success for the future the head of AB-PT added.

Cites 'Differences on Policy'

In his letter of resignation, Kintn attributed his desire to leave to "d ferences on policy" relating to t organization and operation of AB

Kintner's contract with the compa was to have run until Dec. 31, 19 He had been with ABC since 19 having served as vice-president, th executive vice-president. He w named president in 1949.

MPEA Suspends Talks

(*Continued from page* 1)

MPEA, the Continental Manag committee in Paris presented a p posal for reopening the Danish m ket to American product. The p posal was approved by the MP directors, but turned down by t Danish government, the official sa

The MPEA directors also reach accord on a division of imp licenses for Indonesia for the y ending Aug. 31, 1957. Under division, Allied Artists receives licenses; Columbia, 26; Loew's, Paramount, 22; Republic, 18; R Radio, 23; 20th Century-Fox, United Artists, 20; Universal, 27, a Warner Brothers, 29.

The MPEA directors also discuss the feasability of setting up a f board in the Philippines to handle dustry problems, such as the curr labor situation. They also confer on the division of licenses in Bur and agreed to apply the global cense formula to 1955 figures the Also on the agenda of the MP meeting was the Pakistan license di sion and the Formosa license divis issues, besides the Argentina adj sion price situation.

Academy on TV

(*Continued from page* 1)

vice-president Jack F. Wolfram NBC vice-president Thomas A. Avity this afternoon. At the sa time Wolfram and McAvity agr to eliminate, for 1957, the earlier t east Academy Award nominati which Oldsmobile likewise had sp sored for the past two years.

The decision to drop the nomi tions telecast was based, it was s on a belief that a better result be had from concentrating effort expense on making the 105-mi awards presentation ceremony big and better.

The awards ceremony will h been telecast five times, sponsored last four times by Oldsmobile.

All the News That News

MOTION PICTURE DAILY

Concise and to the Point

50, NO. 76 NEW YORK, U. S. A. THURSDAY, OCTOBER 18, 1956 TEN CENTS

in Three Years

cketson Sees avyBuilding ter Closings

len Also Cites Plans New N. T. Theatres

WILLIAM R. WEAVER

ANGELES, Oct. 17—Between d six thousand of the nation's theatres will be closed in the ree years, but two thirds of vill be replaced by new and houses and drive-ins, Frank ketson, Jr., vice-president and manager National Theatres, e press today, basing his con- s on a tour of NT's 335 thea- 21 states.

own 335 theatres may be re- by about 10 per cent numeri- (*Continued on page 2*)

Post-'48 Package in 30 TV Markets

United Artists package of 39 s, a majority of which were ed after 1948, have already old to television stations in 30 s, it was reported here yester-

rding to a UA official, the com- which is aiming to sell the pack- 100 markets of the U. S., has l approximately $1,500,000 ne tv sales in the 30 markets, (*Continued on page 2*)

z ABC-TV Head; hell Special Asst.

(Pictures on Page 6)

r Treyz has been appointed the ABC Television Network, announced yesterday by Leon- Goldenson, president of Ameri- oadcasting-Paramount Pictures, hn H. Mitchell, who has served *Continued on page 6*)

REVIEW:

Around the World in 80 Days

Michael Todd—United Artists
Todd-AO

"AROUND the World in 80 Days" is the second production in the Todd-AO process, "Oklahoma!" having been the first, and it very ably extends the identification of that process with entertainment of superior quality. It is a highly engaging tale, based on the imaginative—for its time, approximately 75 years ago—original by Jules Verne, and it is most divertingly acted by a quartet of stars comprised of the able David Niven; the outstanding Mexican comedian, Cantinflas, the veteran Robert Newton, and the comparative newcomer, Shirley MacLaine.

While thus satisfying current appeals for new faces and different talents, the Michael Todd production also is noteworthy in the matter of casting for the great variety of "name" players from the stage, from films of this and a bygone day, and television, who fill incidental roles calling for a few or single appearances throughout the picture's nearly three-hour running time. This happy circumstance not only bolsters the film's over-all standard of acting but also makes an important contribution to audience enjoyment, inviting patrons, as it does, to play their own game of Guess Who? and in addition satisfying in some instances their curiosity about the present appearance of stars long gone from public sight.

The S. J. Perelman screenplay provides a wonderful opportunity to take the Todd-AO process, with Eastman Color, on a globe-girdling tour while at the same time keeping it apart from any valid likening of it to a travelogue. Michael Anderson's direction as well as the Perelman script, keeps things moving, keeps them on an entertaining, sometimes satirical level, and makes sure that the people, scenery and customs of far away places are incidental to the primary business of story-telling.

Niven is the Jules Verne character, Phileas Fogg, who wagers with his staid club members in London, back in 1872, that he can complete an around the world trip in 80 days. With the added impediments of Cantinflas, as his woman-crazy man-servant, Passepartout; and of Robert Newton as Mr. Fix, the detective who suspects Fogg of being a fugitive robber of the Bank of England, Niven goes to Paris by conventional means; to Spain by balloon, to Marseilles by schooner and thence by boat to the Far East.

The various advances provide opportunity for introducing, among others, Noel Coward, as an employment agency manager in London; Fernandel, the talented French comedian, as a hack driver in Paris, Charles Boyer, Martine Carol, Sir John Gielgud, Hermione Gingold, Jose Greco and his Spanish dancers, Trevor Howard, Glynis Johns, Evelyn Keyes and others, in fleeting or extended appearances.

En route, there are individually wonderful sequences of Niven and (*Continued on page 6*)

Top Echelon

MPAA Meeting On Boosting Grosses Today

Will Confer on Report by Ad-Pub Unit on Business

A promotional plan for boosting the theatre boxoffice domestically, and overseas, too, perhaps, is expected to be formulated today during a meeting of the top echelon leaders of the member companies of the Motion Picture Association of America at the DeWitt Clinton Room of the Columbia Club here.

At least 50 executives, ranging from company presidents to domestic and foreign sales heads, along with domestic and overseas advertising and publicity chiefs, will meet at 10 A.M. today to confer on the MPAA's adver- (*Continued on page 2*)

Name Hanson Canadian 'Pioneer of the Year'

Special to THE DAILY

TORONTO, Oct. 17.—Oscar R. Hanson, the only living member of the three founders of the Canadian Picture Pioneers, will be presented the "Pioneer of the Year" award at the annual dinner and dance of that organization at the King Edward Hotel here on Nov. 22, it was announced today.

Hanson founded the Canadian Pioneers in 1940 with Ray Lewis, late (*Continued on page 6*)

'Oklahoma!' in 'Scope Set for Mayfair Nov. 2

The CinemaScope version of "Oklahoma!" has been booked to open at the Mayfair Theatre here Friday, Nov. 2, it was announced yesterday by 20th Century-Fox, which is distributing it in that medium. The opening will fol- (*Continued on page 2*)

UA *We Salute a New High in Entertainment!* UA
MIKE TODD'S "AROUND THE WORLD IN 80 DAYS"

PERSONAL MENTION

RUBE JACKTER, Columbia Pictures assistant general sales manager, will leave here on Sunday on a trip through the Midwest.

•

WOLFE COHEN, president of Warner Brothers International, has arrived in Paris by plane from New York.

•

HARRY A. LINET, Universal Pictures sales promotion manager, has entered Beth-El Hospital, Brooklyn, for minor surgery.

•

GENE KELLY, actor-producer, has returned here via B.O.A.C. from Paris en route to the Coast.

•

STUART MILLER, producer, has arrived in New York from the Coast.

•

MEL FERRER will return to New York tomorrow from Europe.

•

JERRY COLONNA will leave here today for London via B.O.A.C.

U. A. Package

(*Continued from page* 1)

include New York, Chicago, Los Angeles, San Francisco, Seattle, Salt Lake City, Denver, Dallas and St. Louis.

A number of the 39 features have already appeared on television in some of the markets, the UA official disclosed.

An official of the Screen Actors Guild reported early last week that negotiations concerning the sale of post-1948 films would be set up shortly following discussions by the SAG board of directors. He said that UA and Matty Fox of C & C Television Corp., which seeks to release some post-1948 product produced by RKO Radio Pictures to television, have approached the guild concerning their position in the tv film sales regarding rights involved. The guild official said that a new formula would most likely have to be worked out as the SAG contract at present only covers films produced up to August, 1948.

No Action Taken

The directors of SAG met in Hollywood on Tuesday and took no decisive action regarding post-1948 film sales and payments to talents appearing in these pictures when they are put on tv.

The UA official said that while no talks have been had with the guilds or unions regarding their rights in post-1948 film sales, his company will abide with any formula which is worked out between the industry and unions.

Closings, Building Predicted

(*Continued from page* 1)

cally in that period, Ricketson said, taking into account the closing of certain obsolete houses and replacing with up-to-date theatres.

Ricketson said the circuit spends about $2,000,000 annually on theatre repair and modernization.

Elmer C. Rhoden, president of National Theatres, pointed out that this does not include the cost of constructing new theatres, mentioning four new ones about to be built in Los Angeles environs.

Both Ricketson and Rhoden expressed the belief that television's impact on the box office may have passed its peak, citing as particularly significant evidence to this effect last Friday night's powerfully exploited telecast of "Thirty Seconds over Tokyo," the first film from the M-G-M backlog to be telecast in this area.

Both said the fact that this telecast, promoted on an extraordinary scale by the "Los Angeles Times," "Mirror," "News" and M-G-M, who are partners in the ownership of Station KTTV, did not damage the circuit's grosses, encourages them to doubt that any other feature picture that can be telecast in the predictable future can damage them either.

Rhoden said the circuit's new theatres will offer many advantages not now available to the theatregoer. He said each will be a single-floor structure, seating about 1,200, with projectors placed on a level with the structure-wide screens capable of handling pictures made in any process. Each will be built on five-acre sites, with four acres devoted to free parking, he added.

Queried about admission prices in the future, Ricketson said it appears certain they will have to rise in pace with other prices in all lines.

Asked about the likelihood of closed-circuit television having a prominent place in exhibition's future, Rhoden said he thinks not.

MPAA Meet

(*Continued from page* 1)

tising and publicity directors committee report on revitalizing business.

The advertising and publicity report, which was presented to the MPAA board of directors for action almost a month ago, deals with a number of recommendations on how to tackle the problem of declining grosses. Among the recommendations are proposals which, in essence, deal with an industry market survey to initially find the industry's ailments, a Hollywood press conference, executive field tours, merchandising and promotional "giveaway" contests and "Oscar" sweepstakes, advertising campaigns, advertising billings, and others.

Presiding over the all-day conference will be MPAA vice-president Kenneth Clark.

CS 'Oklahoma!'

(*Continued from page* 1)

low by a month the closing of the film in its Todd-AO version, which terminated a year's run at the Rivoli Theatre here Oct. 2.

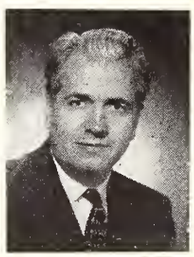
The picture will be presented at the Mayfair on a continuous performance, popular-priced basis, 20th-Fox said.

Repeal County Tax

TACOMA, Wash., Oct. 17 — The Pierce County Commissioners have voted unanimously to repeal the 5 per cent admissions on theatres outside the corporate limits in Pierce County. The tax on the four affected theatres has amounted to about $10,000 a year.

Mees Appointed Skouras Jersey Division Manager

The appointment of Curtis H. Mees as division manager of the Northern New Jersey division of Skouras Theatres has been announced by Spyros S. Skouras, president of Skouras Theatres Corp. Mees headquarters in the Fox Theatre Building, Hackensack, N. J.



Curtis H. Mees

Mees recently joined Skouras after lengthy service with Wilby - Kincey theatre circuit in Atlanta.

Mees is well known in industry circles as a contributing writer on theatre management to the Better Theatres section of "Motion Picture Herald."

Mees is a major in the U. S. Air Force Reserve, a member of the Reserve Officers Association, Lions Club, Variety Club, and Association of Motion Picture Advertisers.

Sinatra and Finklehoffe In Schulberg Film Pact

HOLLYWOOD, Oct. 17 — Frank Sinatra today signed a deal with producer Fred Finklehoffe to play the title role in Budd Schulberg's "What Makes Sammy Run," which starts in mid-June, with Finklehoffe producing in partnership with Sinatra's Kent Productions.

. . of Drive-in

Boosting Winter Business

With the start of the fall seas Chet Philbrook, Meadows Drive- Hartford, Conn. has distributed s eral hundred car bumper strips regular patrons. Latter were as to keep strips on their vehi through spring at least—the Mead is one of the few outdoor theatres the East on a 12-month sched (It provides free heater servi Copy: "Open All Winter—The M dows Family Drive-In, Route North Meadows Expressway!"

⊙

Buy Texas Operation

The Center Drive-In Theatre (which operates theatres in Om and Lincoln, has purchased a 7 car drive-in theatre at Cor Christi, Tex. Owners of the comp are U. S. Senator Roman Hruska Omaha, Lancaster County comm sioner Russell Brehm of Lincoln, Herman S. Gould, veteran Om theatreman.

⊙

Atlanta Drive-In Approved

Construction of Atlanta's Negro Drive-in theatre, which be on Simpson Road there, approved by the city zoning c mittee. It previously had been s tioned by the joint Atlanta-Ful County Planning Board. Bailey Th tres, circuit with operation in Geor Alabama, and Florida, asked per sion to construct the theatre.

Tajemar Plans Two Features from TV

Two tv film series will be made feature length productions for thea cal distribution for release in 1957 the first of several pictures to be ba on the tv series, it was announced by Frank Cooper, president of T mar Studios, who produces the tv fi and will make the features for Col bia Pictures. "The Line-up" "Man Against Crime," are the tw series to be made. The first will into production about February, he ported.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. St Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Wea Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams nup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, days and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Ma Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture He Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York N. Y. under the ac March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

luction by Exhibitors nderful,' Says Skouras

e entry of American Broadeast-aramount Theatres and Stanley-er Corp. into motion pieture pro-ion "would be a wonderful thing he business," Spyros P. Skouras, lent of 20th Century-Fox, de-l here yesterday.

ouras, commenting on the an-ced intentions of AB-PT presi-Leonard H. Goldenson and SW lent Si Fabian before the Thea-Owners of Americea eonvention last month said he "wished them best of luck." He deelined to rate on his viewpoint.

nd K Theatres Taking sidential Straw Vote

ICAGO, Oct. 17 — Balaban & theatres, totaling 31, have in-l polling booth for straw votes e presidential race. The boxes cated in the lobbies, and theatre is vote by depositing their ticket in separate "Ike" and "Adlai"

h evening the stubs are taken by nagers to the B&K offices where re tabulated. Results of the poll eing published in the "Daily " John Balaban, president of conceived the idea.

ter Hill Reopens kford, Ohio, Theatre

EVELAND, Oct. 17—Film ex-es report the following changes district in theatre operations: Hall has taken over the Rock-Theatre, Rockford, O., and will it on a part-time policy. The Richwood and Rialto Thea-Plain City, O., have reduced playing time to weekends only. Strand, Fremont, O., opened onth by Leonard Jefferson, has again. In St. Clairsville, the amily has opened the Old Trail e and closed the Shea Drive-in.

p 'Fraud' Suit

TLE ROCK, Ark., Oct. 17— ght major motion picture com-have dropped suits they had t against a Monticello theatre or charging him with making lent reports of theatre admis-ceipts. According to court rec-ederal judge Thomas C. Trim-missed the suits at the request plaintiffs and ordered the plain-d defendants to pay their own

earch Council Elects

LLYWOOD, Oct. 17—The Mo-icture Research Council, at its meeting today, renamed Y. Freeman chairman of the William Mueller, vice-chair-d William F. Kelley secretary-er for the coming year.

SHEA'S BUFFALO THEATRES, with the cooperation of the Colgate-Palmolive Company, are staging an all-out eampaign for the $35,000 Lustre-Creme Sweepstakes, to name the top screen aetress of the year, as determined by the 25th Annual FAME poll, which will be announced in the "Motion Pieture Herald" early in Deeember. In the photograph above, Ed Meade, publicity manager for Shea's theatres, John B. Campbell, Buffalo distriet manager for Colgate, and Joe Dowling, Colgate's merehandising manager in the Buffalo area, pose with the advanee demonstration of the "Sweepstakes" display in the Buffalo theatre lobby. The eampaign will reach its peak with the showing of "The Opposite Sex" early in November, and a local eontest has been ereated in addition to the substantial sweepstakes money prizes that are awarded nationally. Other eireuits are setting up their local contests to run simultaneously with the nationally sponsored prizes, and these are being scheduled for the last few weeks just prior to the announeement of the 25th annual FAME poll awards.

Candy Purchases Total $6,641,000 in Year

WASHINGTON, Oct. 17 — Sales made to theatre chains by confectionery manufacturers and wholesalers dropped slightly in 1955 from the amount sold in 1954, the Department of Commerce reported.

In 1955 theatre chains bought $6,641,000 worth of confectionery, Commerce said, compared with $6,941,000 purchased in the previous year.

New Filmack Dept.

The Filmack Television Studios here has announced the opening of a new ID Optical Department to produce 10-second shared IDs at one-third of the standard cost. This department contains call-letters of every station throughout the country. Instead of using expensive and time-consuming optics to prepare prints, Filmack's new lab equipment with a precision-mounted Focusing Adapter eliminates several production stages and enables Filmack to deliver shared ID prints in less than three days, it was pointed out.

On 'Born' Inquiries

Columbia Pictures, having received a number of queries from exhibitors as to whether it is involved in the live television version of "Born Yesterday," set for the NBC network on Oct. 28, yesterday issued a statement of denial. Columbia said that while it once held an option on tv rights to the property, this option expired in 1954, and all tv rights reverted to the author, Garson Kanin.

FJC Industry Dinner Slated for Nov. 15

Motion picture industry leaders will gather at the Hotel Plaza here the night of Nov. 15 for a special dinner of the Motion Picture Division in behalf of the Federation of Jewish Philanthropies, Charles B. Moss, division chairman, has announced. He said that plans for the dinner will be completed and a program for the evening's activity will be scheduled in an executive committee meeting in the board room at Paramount Pictures next Tuesday.

Barney Balaban of Paramount will be host to the meeting. He and Samuel Rosen of Stanley Warner Corp. are co-chairmen of the motion picture division of the federation.

Associate campaign chairmen include Leo Jaffe of Columbia, Leon Goldberg of United Artists and Harold Rinzler, of Rinzler and Frisch.

Legion Reviews Nine; Puts Two in Class B

Of the nine productions reviewed recently by the National Legion of Decency, seven have been put in Class A, Section I, morally unobjectionable for general patronage, and two in Class B morally objectionable in part.

In Section I are: "Footsteps in the Dark," "Giant," "7th Cavalary," "Ten Commandments," "Toward the Unknown," "Wee Geordie" and "The Bespoke Overcoat."

In Class B are "Four Boys and a Gun" and "You Can't Run Away from It."

Loew's Board to Name New President Today

Loew's officials withheld comment yesterday on trade reports that Joseph R. Vogel, president of Loew's Theatres, would be named president of Loew's, Inc. at a company board meeting today, replacing Arthur Loew as of Nov. 15.

The board is scheduled to make a selection for the post today. Vogel's name eame to the fore after Sol C. Siegel, produeer, who had been offered the post, deelined it. In the event Vogel is eleeted, it is believed that Eugene Picker, vice-president of the theatre eompany, would be named head of the latter.

Nine New Films Started; 42 Presently Shooting

HOLLYWOOD, Oct. 17—The production chart totalled 42 again this week; camera work started on nine new pictures during the same period that nine others reached the completion stage.

Started were "Garment Center," "The Man Who Turned to Stone," (Columbia); "Crime Beneath the Sea," Nacirema Prods. (Independent); "The Joker Is Wild" (Paramount); "Escapade in Japan," Color (RKO Radio); "The Lonesome Gun," Regal Prods.; "Man from Abilene," Brady-Glasser Prod., and "Island in the Sun," Zanuck, CinemaScope, De-Luxe Color (20th Century-Fox); "Pay the Devil," CinemaScope (Universal-International).

Completed were: "Pawnee," Gross-Krasne, Eastman Color (Independent); "Lizzie," Bryna Prods. (Metro-Goldwyn-Mayer); "Fury at Rock River," Regal Films, Regalscope, and "The Restless Breed," National Pictures, Eastman Color (20th Century-Fox); "The Ride Back," Associates & Aldrich; "Trooper Hook," Fielding Prod.; "The Kraken," Levy-Gardner-Leven; "The Big Caper," Pine-Thomas, and "Gambling Man," Bel-Air Prod. (United Artists).

Wyler Committee

Nine prominent industry figures have accepted membership on the committee, headed by chairman Samuel Goldwyn, that is planning a tribute to producer-director William Wyler at the Hollywood invitational premiere of his "Friendly Persuasion" for Allied Artists. They are Charles Brackett, Steve Broidy, Bette Davis, Sidney Franklin, Y. Frank Freeman, Greer Garson, Gregory Peck, David O. Selznick and George Stevens.

Silverberg East on Deal

HOLLYWOOD, Oct. 17—Herbert T. Silverberg, vice-president of Security Pictures, will leave here by plane tomorrow to formalize an extension contract with United Artists increasing his production - financing - releasing agreement from 10 pictures to 12.

At practically every performance since it opened to the publi
Thursday, Oct. 11, lines start in the lobby and continue u

PRESENTED BY WARNER BROS. IN WARNERCOLOR STARRING

ELIZABETH TAYLOR · ROCK HUDSON · JAMES D

street and around the corner. George Stevens' Giant is biggest grosser since 'The Robe' at the New York Roxy.

GIANT

GEORGE STEVENS' PRODUCTION

FROM THE NOVEL BY EDNA FERBER

ch her! New star!

ID PRESENTING

ARROLL BAKER · ALSO STARRING JANE WITHERS · CHILL WILLS · MERCEDES McCAMBRIDGE · SAL MINEO

H DENNIS HOPPER · JUDITH EVELYN · PAUL FIX · SCREEN PLAY BY FRED GUIOL AND IVAN MOFFAT · PRODUCED BY GEORGE STEVENS AND HENRY GINSBERG

RECTED BY GEORGE STEVENS PRESENTED BY WARNER BROS. MUSIC COMPOSED AND CONDUCTED BY DIMITRI TIOMKIN

National Pre-Selling

"GIANT" is prominently mentioned on the front cover of "Life's" Oct. 15 issue, as an integral part of the caption for a full-color production set photo of Elizabeth Taylor.

A pictorial story of "Giant" appears in the same issue. It led off with a full-page color reproduction of the home-coming party for young Benedict's bride on the grounds of the ancestral home of the Benedicts.

The author reports "George Stevens has told the life story of a generation in a series of unforgettable scenes —a gloomy Victorian mansion set in the middle of nowhere, a Dusenberg and Rolls Royces parked among the cattle, and James Dean in a drunken downfall, drinking himself silly."

•

A full-color photo of Julie Wilson, star of "End As a Man," and a concise history of her theatrical career will appear in the Oct. 21 issue of "American Weekly."

•

Stanley Kramer's "The Pride and the Passion" is the recipient of a substantial plug in the Oct. 20 issue of "The Saturday Evening Post."

John Reese traveled to Europe to gather background material for a text and picture story of Sophia Loren, a star of the film. The article is illustrated with photos taken on location for Italian films and this is her first U. S. film. Cary Grant, who co-stars with her, is quoted as saying:

"The remarkable thing about this child is her composed concentration. Sophia doesn't need props or trick mannerisms. She can 'come on straight,' as we say in this business, and do the job with a clean minimum of motion."

•

"Attack," reports Ed Miller in the October issue of "Seventeen," "is a thrilling drama about a group of American infantrymen trapped behind German lines during the Battle of the Bulge in World War II."

•

Florence Somers, in commenting on "Tea and Sympathy," in October's "Redbook" reports "Because of the delicacy with which the theme is handled and the sensitive acting of the stars, this is a deeply moving film."

•

Linda Darnell has written an autobiographic article for the Oct. 21 issue of "This Week." Her latest films are "Dakota Incident" and "The Last Five Minutes."

•

Ruth Harbert in the October issue of "Good Housekeeping," says "'The Solid Gold Cadillac' is Hollywood's latest big comedy, and it's superlatively good and wonderfully funny. So are Judy Holliday and Paul Douglas, who star in it."

WALTER HAAS

Around the World in 80 Days

(CONTINUED FROM PAGE 1)

Cantinflas covering the French countryside in the balloon, and in a bullfight sequence in Spain, as well as scenic delights incidental to their travels.

As shown at the Rivoli Theatre, New York, where the film's world premiere was held last night, there is an intermission at the end of the Far East phase of the globe girdling story, after Niven and Cantinflas have rescued Miss MacLaine, as an Indian maharanee, from a sacrificial pyre and made her their traveling companion. The rescue and subsequent romance between Niven and Miss MacLaine, it needs to be reported, are handled on a purely comic, but audience-winning level.

After a variety of adventures and misadventures in Hong Kong and Yokohama, the trio arrives in San Francisco in time to witness a colorful, old time political parade and to visit George Raft's Barbary Coast saloon, where Marlene Dietrich presides as his "dame," Frank Sinatra plays the piano, and Red Skelton raids the free lunch counter.

Heading East, their train barely survives the collapse of a bridge over a mountain chasm and a noisy raid by Indians, who capture Cantinflas and almost burn him at the stake before the U. S. Cavalry arrives. The latter sequences provide glimpses of Joe E. Brown, John Carradine, Buster Keaton, Col. Tim McCoy and others.

On the last leg of the journey, across the Atlantic, their steam packet runs out of fuel and the boat is stripped of everything combustible to make possible the completion of the journey. Aboard ship are such worthies as Victor McLaglen and Edmund Lowe, Jack Oakie, Andy Devine and others. On arrival in London in time to collect the wagers at the final moment, there is an encounter with Beatrice Lillie as a street evangelist, and a romantic fadeout for Niven and Miss MacLaine.

A prologue to the picture by Edward R. Murrow seemed to this reviewer to be superfluous and, at the very least, a carbon copy of Cinerama's introductory business by Lowell Thomas. Also, interesting and amusing though it is as a museum piece, the five minutes or so of running time given over to an 1899 French film depicting an imaginary "Trip to the Moon," followed by the launching of a modern U.S. space rocket at the White Sands, N. M., proving grounds, add nothing essential to the production.

An epilogue identifying prominent members of the east, production and technical staffs has been designed by Saul Bass and affords something original in the way of handling credits, particularly those as numerous as in the case at hand. Being lengthy and, because of the previously mentioned prologue items, they obviously could not be accommodated in addition to the latter at the opening of the picture. They serve the worthwhile purpose of identifying the "name" players some audience members might otherwise miss, in addition to meeting credit requirements.

Technically, everything is on the quality side. The Todd-AO process with its 2 to 1 aspect ratio, more than 13-foot curvature (at the Rivoli) on a 28 x 56-foot screen, and with six-channel magnetic sound, is most impressive.

William Cameron Menzies was associate producer. Victor Young contributed the music.

While complete distribution plans have not been announced as of this writing, the intention of United Artists, which participated in the financing of the production and is its distributor, is to release the picture to theatres generally as rapidly as can be done following the initial openings in Todd-AO-equipped theatres, or in areas where there are none of the latter.

It is a superb attraction combining, as it does, entertainment, story, an abundance of talent, the best features of travel films and technical excellence in photography, color, sound and all other phases of production. It should command extended playing time to maximum audiences everywhere.

Running time, 170 minutes. General classification. Release, not set.

SHERWIN KANE

ABC Chang

(*Continued from page 1*)

for the past two years as head television network, has been na special assistant to the preside

Treyz, who resigned as presi the Television Bureau of Adve Inc., is returning to ABC, wh to 20 months ago, he served as tor of research and sales devel and then was promoted to dire the radio network.

Before joining ABC in 1948 served as manager of the resea

Oliver Treyz

John Mi

partment at Sullivan, Stauff well & Bayles. He was with & O in the program develop partment.

Prior to his position as hea television network, Mitchell w president and general man WABC-TV, the network's ow tion in New York, and vice-p in charge of WBKB, ABC's ow tion in Chicago.

Before joining ABC, Mitc with Great States Theatres, subsidiary of the Balaban & K In 1948 he became general of the Balaban & Katz televi tion in Chicago, which post h 1953 to join ABC.

Hanson Named

(*Continued from page*

editor of the "Canadian Mov ture Digest," and Clair Hag general manager of Universa

He had been chairman group's board of trustees wh ministers the Pioneers' Orga Trust Fund, studying and pr case histories of needy indivi the trustees for aid from the

Hanson was the unanimou of the seven-man committee selected him to receive the aw cording to Morris Stein, pres the organization. Delegates pected from every division group in Canada.

Name 'Joan' Sunde

Otto Preminger will introdu press on Sunday the young selected from 18,000 contesta worldwide competition for role of his film version of Shaw's "Saint Joan." Her sc will be shown at the executi of United Artists, which wil the film.

All News that News

MOTION PICTURE DAILY

Concise and to the Point

NO. 77 NEW YORK, U. S. A. FRIDAY, OCTOBER 19, 1956 TEN CENTS

ogel Heads Loew's; edman, Theatres

Loew Is Chairman, k in Honorary Post

Picker, Murphy Elected New Circuit Directors

ard of Directors of Loew's elected Joseph R. Vogel as to succeed Arthur M. Loew.

. Vogel

Loew was elected chairman of the board to succeed Nicholas M. Schenck. As a special tribute "to his many years of dedicated service," the board appointed Schenck honorary chairman. Schenck said he will be available for sel as the company may de-

ill continue to be active in affairs of the company and in addition as president of ternational.

rings to his new office as itive an experience gathered than 40 years in the employ . He relinquishes his office nt of the Loew theatre cirh he has held since 1954. ade the following statement "The election of Joseph Vopresidency will strike a note m not only to our own or-

ontinued on page 2)

Loew's Theatres yesterday elected Leopold Friedman president to succeed Joseph R. Vogel, who resigned to become president of Loew's, Inc. At the same time, two new members were elected to the board of directors of Loew's Theatres —Eugene Picker and John F. Murphy, vice-presidents of the company. They will fill the vacancies caused by Vogel's resignation and the death of Harold J. Cleary.

Leopold Friedman

J. Leonard O'Donnell, controller, was elected treasurer of Loew's Theatres, to serve in both offices.

Friedman became secretary of Loew's in 1919 and general counsel in 1921. A few years later he was elected to the board of directors and in 1945 became vice-president. In 1954, with the separation of Loew's Theatres from Loew's, Inc., he was elected financial vice-president and a director of Loew's Theatres. He served briefly as treasurer during this period.

Coast Meeting Monday

Go-Ahead Is Given To Ad-Pub Proposals

MPAA Directorate Names Committees For Several Business-Building Plans

By LESTER DINOFF

(Pictures on Page 6)

The Motion Picture Association board members voted complete approval and endorsement of the program presented by their Advertising and Publicity Directors Committee and pledged cooperation on many of the points by naming sub-committees and allocating preliminary budgets to work out the details, it was announced jointly by MPAA vice-president Kenneth Clark and Roger H. Lewis and Jerry Pickman, of the advertising-publicity group, yesterday.

The action was taken at a meeting at the Columbia University Club here which was attended by foreign and domestic sales and promotion executives from Allied Artists, Columbia, Loew's, Paramount, RKO Radio Pictures, 20th Century-Fox, United Artists, Universal, Warner Brothers, and MPAA officials.

Clark, who presided at the meeting, reported that the composite opinion of management was "that this meeting was the most constructive, most fruitful ever held." He left the press conference for Washington late yesterday.

Pickman, retiring chairman of the advertising-publicity group, said that most of his committee's recommen-

(*Continued on page 6*)

Gottschalk, MGM Close Panavision Lens Deal

From THE DAILY Bureau

HOLLYWOOD, Oct. 18—Robert E. Gottschalk, president of Panavision, Inc., today announced finalization of a quarter-million-dollar deal with M-G-M whereby the latter acquires the first of Panavision's new photographic lenses and allied optical equipment for use in 65mm photography. "Raintree County," the studio's all time biggest picture, has been photographed with these lenses, on loan from Panavision, while attorneys have been working out details of the transaction completed today.

The Panavision lenses are not restricted to M-G-M use, but are made available to industry generally, Gottschalk disclosed.

Regional Head Tells ITOA Here:

SBA Conducting Survey To Set Up Plan for Handling Theatre Loans

The Small Business Administration is currently conducting a survey to set up a scheme for handling requests for loans from theatres, according to Arthur E. Long, regional director of the SBA for Connecticut, New York and Northern New Jersey. At the present time the agency will accept applications for loans from theatres which have "annual sales up to $1,000,000," he said yesterday.

Long, principal speaker at a membership meeting of the Independent Theatre Owners Association at the Sheraton Astor Hotel here, in a question and answer period, asserted that SBA requirements in granting loans to theatres are "what the collateral is and the ability to repay."

"Collateral is defined by the SBA in regard to theatres as real estate and content. Also taken into perspective are other real estate and stock bonds under control of the theatre

(*Continued on page 2*)

MPAA to Appoint Staff Promotion Coordinator

The Motion Picture Association of America will appoint a member of its staff, or retain the services of a qualified person, to act as an "institutional merchandising coordinator" for the Advertising and Publicity Directors Committee program, according to Jerry Pickman, retiring chairman of the MPAA standing committee.

Pickman said that this person would act as the liaison between the industry and other fields regarding merchandising tie-ups, promotions, program developments, etc.

l' Benefit Raises 00 for Hospital

of $26,000 was raised last the Will Rogers Memorial in a benefit premiere at the eatre here of Michael Todd's the World in 80 Days." An of more than 1,500, includ-s from every branch of the cture industry, attended the erformance of the United ease.

nefit was the first sponsored National Junior Committee of young motion picture incutives.

PERSONAL MENTION

JOHN DAVIS, head of the J. Arthur Rank film and theatre companies, and MRS. DAVIS are scheduled to leave here by plane for London over the weekend.

•

RUBEN SHOR, president of Allied States Association, left here yesterday for Cincinnati via Philadelphia.

•

ROGER LEWIS, United Artists national director of advertising-publicity, will leave New York today for the Coast.

•

C. GLENN NORRIS, 20th Century-Fox Central-Canadian division manager, will return to New York today from Kansas City.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his assistant, have returned to New York from Detroit and Buffalo.

•

ED ROSENFELD, of the Columbia Pictures exploitation department, is in Buffalo from New York.

•

JOHN H. BURROWS, independent producer, has returned to Hollywood from New York.

•

SPYROS P. SKOURAS, president of 20th Century-Fox, will leave here today for Hollywood.

•

PAUL N. LAZARUS, JR., vice-president in charge of advertising, publicity and exploitation for Columbia Pictures, will leave New York over the weekend for the West Coast.

Skouras Circuit Marks 25th Year Next Week

Theatres of the Skouras Theatres Corp. will commemorate the circuit's 25th anniversary next week with special festivities, it was announced by Spyros S. Skouras, president of the company.

Managers of the 47 theatres in the circuit are planning "small parties" for the evening of Wednesday, Oct. 24, the actual silver anniversary date, or Saturday, Oct. 27, Skouras said.

It is expected that tables with canapes and punch or similar festive fare will be set up in theatre lobbies for patrons. In some cases gifts and giveaways are being planned. Film showings will continue as usual on these evenings.

Loew's Elections Are Held

(Continued from page 1)

ganization but to the entire industry. To our studios it will mean the guidance of an experienced and understanding executive who has a proven conception of public taste. He has a capacity for judgment and decision on the merit of film projects which combines uniquely with his business experience. To our distributing organization his election will mean a

Arthur Loew Nicholas Schenck

chief executive with an appreciation of boxoffice values gained from his many years in the operation of a most successful circuit of theatres."

Vogel made the following statement: "As I have lived with the problems of exhibition, I have been a continuous observer of the trends in motion picture production. Times and tastes have changed quite a bit over the years and these changes are a challenge. I am filled with enthusiasm for the future of M-G-M and we will go forward. Making good pictures at commensurate costs and marketing them properly is an assignment I welcome. I am happy that Arthur Loew with his vast knowledge and progressive ideas will be active and will work side by side with me."

Started at Age of 14

Vogel began his career in the industry as a part-time usher at the age of 14. At 18 he was appointed manager of the old Fulton, now demolished, and then the Palace, Victoria, and finally Loew's State on Broadway.

Vogel was then promoted to be an asistant to Charles C. Moskowitz, who was in charge of the intown theatres. After that he became assistant to Col. Edward A. Schiller, who had been handling the circuit's out-of-town theties in 1924. In 1934, Vogel assumed management of the Loew out-of-town circuit. A year before this he had been named a director and vice-president of Moredall Realty Corp. (operating the Capitol on Broadway), and also a vice-president and direetor of Loew's Boston Theatres.

Director of N.E. Circuit

When Loew's took over the Poli theatres in New England, Vogel then was elected a vice-president and director of Loew's Poli New England Theatres Corp. A year later he was made a director of Colorado Orpheum Corp. (operating the Orpheum, Denver); and in 1937 he was made a director of Canal Realty & Improvement Co. (operating the Loew Theatre in New Orleans); and in 1939, he was elected a director of Penn Federal Corp. (operating the Penn, Pittsburgh) and also a director and vice-president of Loew's Realty Corp. (operating the company's real estate department).

On the Board in 1939

In 1939, he became a director of Loew's, and in 1942 was elected a vice-president of the overall company, in addition to being named vice-president of Penn Federal and also the Canal Realty companies.

In 1945, he was named general manager of Loew's Theatres. In 1947 he was made a director of the Robbins and Leo Feist music companies, a vice-president of Colorado Orpheum Corp., and a director of the Motion Picture Association. In 1948, he was elected a director of Loew's International; and a year later, vice-president and director of the new Buffalo Amusement Corp., and a vice-president of Root Main St., Corp., both companies operating theatres in Buffalo.

Headed Circuit in 1954

In 1954, when the government consent decree separated Loew's production-distribution activities from the exhibition company, Vogel was elected president and director of Loew's Theatres, Inc., the new theatre operating company. He is married, lives in Manhattan, and has one son.

Morey Again Chairman Of Charity Division

Edward Morey, Allied Artists vice-president, has been re-appointed chairman of the Motion Picture Division, Community Service Society of New York, one of the oldest charity organizations in New York City. The campaign will be held through October and November with a goal of one million dollars set for the entire city.

Morey, who has long been active in all charity undertakings in the motion picture industry, will name a committee shortly to assist in the drive.

'Scoundrel' to State

RKO's "Death of a Scoundrel" will be the next attraction at Loew's State Theatre following the engagement of the current film, "Between Heaven and Hell," it was announced yesterday by Walter Branson, RKO's vice-president in charge of world-wide distribution.

SBA's Surv

(Continued from page 1)

operator seeking the loan. The
to repay the loan is based on th
earnings of the operation and w
the business can earn enough
ensuing 10 years to repay the
he said.

In answer to other questions,
said that a theatre lease is no
sidered as collateral by the SB
that the agency "will not extend
on a stop-gap basis." He point
that "normally, a loan would be
able within two to three week
that depends on the nature of th
and what it is for. Also, we
know whether a bank is partici
in the loan up to 25 per cent
amount desired for the applica
the loan."

To Look 10 Years in Futu

Long said that the SBA woul
up a mortgage "but that deper
the rate of earnings of the busin
the next 10 years." He also sai
no loans are available to investo
lease out real estate to theatre
must be an operating business
eligible," the SBA head said.

Harry Brandt, ITOA presiden
presided at the meeting, told
that the "motion picture indust
not seeking a government subsi
seeks to establish credit rating
joyed by other responsible busin

Long, in conclusion, said tha
SBA has made theatres eligi
loans, none have applied thus f
said that the SBA in the past l
tended loans to theatres under
aster-lending authority.

Brandt Reelected

Brandt was re-elected presi
the meeting. Other elections
follows: Max A. Cohen, 1st vic
dent; William Namenson, 2n
president; Julius Sanders, 3rd, a
raham Leff, 4th. Leon Ros
was named treasurer, Edith M
secretary, and John C. Bolte,
geant-at-arms.

Elected to the board were Sa
horn, Norm Elsen, Samuel Fre
Jack Hattam, Jack Heyman, Be
bel, Sam Koenig, Larry Kurti
ray LeBoss, Martin Levine, Al
lies, Melvin Miller, Irving Renn
Rhone, Jack Rochelle, Tom
and David Weinstock. Named
ate directors were: Al Greene,
Kratzer, and Murray Schone.

NEW YORK THEAT

RADIO CITY MUSIC HA
Rockefeller Center
"TEA AND SYMPATH
starring
DEBORAH KERR • JOHN KE
In CinemaScope and Metrocolor
An M-G-M Picture
and SPECTACULAR STAGE PRESENTA

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd
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RODGERS & HAMMERSTEIN *present*

OKLAHOMA!

in the wonder of

CINEMASCOPE

color by TECHNICOLOR

starring

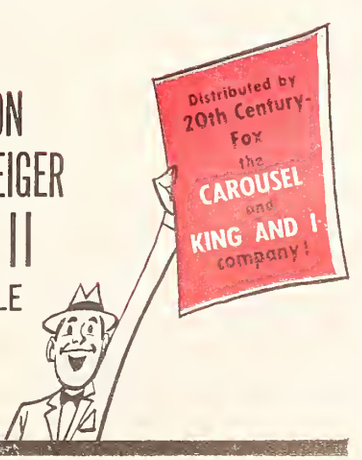
GORDON MacRAE · GLORIA GRAHAME · SHIRLEY JONES · GENE NELSON
CHARLOTTE GREENWOOD · EDDIE ALBERT · JAMES WHITMORE · ROD STEIGER

Music by RICHARD RODGERS · Book & Lyrics by OSCAR HAMMERSTEIN II

Screenplay by SONIA LEVIEN and WILLIAM LUDWIG · Dances Staged by AGNES DE MILLE

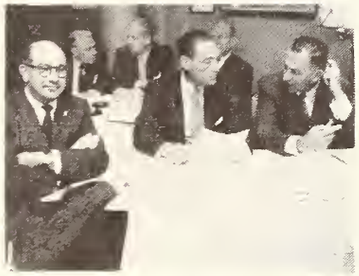
Produced by ARTHUR HORNBLOW, JR. · Directed by FRED ZINNEMANN

A MAGNA PRODUCTION



A day of Debate

PRESIDING, Paramount's Jerry Pickman, MPAA's Ken Clark, UA's Roger Lewis. MGM's Si Seadler, C. C. Moskowitz and Howard Dietz at right; and from Fox, below, Alex Harrison, Leslie Whelan, Manny Silverstone, Charles Einfeld.



And action

Max Youngstein, Abe Schneider, and Paul Lazarus at the left; Herman Robbins, Samuel Cohen, Al Tamarin and Earl Hammons below.

M. P. DAILY pictures

Edward Morey and Maury Goldstein, left.

for Recovery

MPAA Program OK'd

(*Continued from page* 1)

dations were "put into operation and moving ahead." He said that a committee, composed of Spyros P. Skouras, Lewis, Paul Lazarus, Robert Taplinger and David Lipton, will inform Hollywood of today's action next Monday evening.

Lewis reported that all of the advertising-publicity committee's subcommittees and their chairmen told the meeting of their ideas on ways of boosting the box office.

Will Seek Exhibitor Aid

The newly elected group chairman said that the proposal for a "Hollywood press conference" was adopted by the company executives. He said details of the plan will be worked out by his group in cooperation with exhibitors, who will be asked to share in the expense, through their state and national organizations and with the Council of Motion Picture Organizations. The report on this proposal was presented by Rodney Bush.

Paul N. Lazarus, Jr., told the group that J. Stevens Stock had been retained by the MPAA to conduct an industry marketing survey to find out "why the public goes to the theatres," Lewis said. A committee, composed of Charles Moskowitz, A. Schneider and William C. Gehring, was appointed to study Stock's findings, Pickman said, adding that this proposal overlaps a plan now underway by the President's Committee of the MPAA. It was added also that Si Seadler's report on advertising campaigns on an institutional basis recommended no action, pending the outcome of the market analysis.

Balaban, Golden Chairmen

Lewis then said that Barney Balaban and Gil Golden will head a committee which will meet shortly with the studio heads, guilds, etc., in regard to advertising billings and how they are costing the companies millions of dollars annually. He said that Hollywood performers and others, who hold contracts specifying ad billing, would be made aware of the problems.

The proposal to launch a series of executive field tours was also approved and a sub-committee composed of Max Youngstein, Charles Einfield and Phil Gerard was named to work out the mechanics of the plan, Lewis said. Pickman injected the comment here that the cost of these trips would be borne by the MPAA and companies who would send their top executives to six or seven regions of the country with "state of the union" addresses on the industry before publisher groups.

'Oscar' Contest Meets Approval

Lewis said that the most unanimous approval was given to a proposal presented by Alfred Tamarin which dealt with an "Oscar Derby" or "Academy Sweepstakes." He said that $25,000 has been allocated for working out the contest program which would be launched next January in theatres. Tamarin and [illegible] of the advertising-publicity [illegible] would consult with officials o[illegible] Academy of Motion Picture Art[illegible] Sciences on this, he said.

Lewis and Pickman said tha[illegible] "Oscar" derby idea would be [illegible] ducted on local, regional and na[illegible] levels with at least 56,000,00[illegible] tries contemplated in the c[illegible] Winners would receive cash, [illegible] chandise or a house, they said,

A complete report on the si[illegible] posals presented to the company [illegible] idents by the Advertising and [illegible] licity Directors Committee was [illegible] lished in the Oct. 5 issue of th[illegible] TION PICTURE DAILY, foll[illegible] its presentation to the board [illegible] Motion Picture Association of Ar[illegible]

ful that the plan could be s[illegible] fully worked out for an annual [illegible]

Referred for further consid[illegible] and consultation were the adve[illegible] publicity group's proposal for [illegible] 000,000 a minute" contest, f[illegible] tiation, perhaps, next fall, and [illegible] posal asking for an industry tel[illegible] program, advanced by Leon[illegible] Goldenson of American Broadc[illegible] Paramount Theatres. Also d[illegible] was a proposal for the p[illegible] stamp plan, to await results [illegible] premium plan now underway [illegible] tain parts of the nation.

Kreisler Goes to Pr[illegible] Seeking 3rd Red De[illegible]

PRAGUE, Oct. 18 (By C[illegible] Bernard Kreisler, president of [illegible] national Film Associates Corp., [illegible] here to negotiate with Czechosl[illegible] officials for distribution of A[illegible] films in this country, after con[illegible] a 10-feature deal this week wit[illegible] polski in Warsaw.

The 10 pictures involved in t[illegible] ish agreement will be the first [illegible] wood productions to be shown [illegible] the Iron Curtain since the wa[illegible] from those already in circulatio[illegible] pre-war contracts.

The deal was finalized [illegible] screening of each picture by P[illegible] ficials to make certain they [illegible] the pressbook synopses which [illegible] the selection of American films [illegible] by Kreisler. In Moscow earl[illegible] month Kreisler completed a [illegible] contract for 11 feature films to [illegible] tributed in the Soviet Union.

Herschmann Appoi[illegible] Filmack N. Y. Man[illegible]

Max Herschmann has been [illegible] ed branch manager of Filmac[illegible] York office, it was announced [illegible] ing Mack, president of the [illegible] Trailer Co., Chicago.

Herschmann has been sales [illegible] in New York. As branch ma[illegible] will be in charge of all thea[illegible] in the eastern territory of [illegible] Don Mack will remain in c[illegible] tv production and sales in Ne[illegible]

80 Days" Hailed at Will Rogers Benefit

A PACKED HOUSE at the Rivoli last night contributed $26,000 to the Will Rogers Memorial Hospital and was treated to a benefit showing of Michael Todd's fabulous "Around The World in 80 Days," United Artists release in the spectacular new Todd-AO process. The Broadway charity performance audience, studded with leaders from every phase of the industry, cheered the Todd masterpiece as one of the greatest entertainments in the whole history of the screen. The event was the first to be sponsored by the National Junior Committee of the Will Rogers organization, a new unit of young executives formed to take over the eventual management of the Hospital's affairs. Based on the Jules Verne classic, "80 Days" was filmed on location around the globe and presents an unprecedented galaxy of more than 50 motion picture and stage stars. At the right, gathered in the Rivoli lobby are: United Artists president Arthur B. Krim, Elizabeth Taylor, Robert J. O'Donnell, of Interstate Theatres, and producer Michael Todd.

d Brandt of Trans-Lux Theatres (left) and David Picker of United are co-chairmen of the Will Rogers Hospital's National Junior Com- which sponsored the "80 Days" benefit.

Among the civic notables on hand for the plush charity showing were Dr. Ralph Bunche, Under-Secretary of United Nations, and Mrs. Bunche. Proceeds will support tuberculosis research at Saranac.

rnout from every phase of show business included singer Alan Dale olores Wilson. The benefit was the first to be staged by the recently- National Junior Committee of the Will Rogers Hospital.

Arriving for the showing of the spectacular Todd film are Eugene Picker, vice-president of Loew's Theatres; Mrs. Picker, Robert Haggiag of Italy's D.E.A.R. Films, and Louis E. Lober, U.A. foreign department manager.

(Advt.)

Lucy ...Her husband's money couldn't buy her, nor another man's love make her unfaithful!
FOUR STAR PERFORMANCES... ONE DARING MOTION PICTURE... UNIVERSAL'S
Written on the WIND
TECHNICOLOR®
Mitch ...Who ga his best friend th woman he wante for his own!
Kyle ...Who hid his secret behind a bottle and a hundred million dollars!
Marylee ...Who couldn't have Mit so she sought lov when and where could get it.
A Universal-International Picture starring
ROCK HUDSON
ROBERT STACK
LAUREN BACALL
DOROTHY MALO
with Robert Keith Grant Williams Directed by DOUGLAS SIRK Screenplay by GEORGE ZUCKERMAN Produced by ALBERT ZUGSM
AVAILABLE DECEMBER 25TH
Universal International

All News That News

MOTION PICTURE DAILY

Concise and to the Point

, NO. 78 NEW YORK, U. S. A. MONDAY, OCTOBER 22, 1956 TEN CENTS

ORIAL

's Elections

By Sherwin Kane

lection of Joseph R. Vogel resident of Loew's, Inc. is ly popular throughout the as it is within the com- here enthusiasm is running

lifetime devoted to motion not only has given him one most extensive schoolings in ess that any executive could obtain but it also has won nberless friends who will n in good stead in the ex- ys ahead.

•

r priceless asset given him years of experience is his e of picture values. He is by contemporaries with hav- most unerring sense of pub- Translated, that means, of at Vogel is an authority on values. He knows what to d what not to make, which y important. And you can hat what he will want made oxoffice attractions first and and anything after that will incidental.

o know him confidently ex- to join the ranks of those inently successful top ex- who came to their high posts same exhibition ranks in Vogel was trained—such as Balaban, Spyros Skouras and Blumberg.

•

od fortune of Loew's Thea- in having available for its sident to succeed Vogel as ed and capable an execu- Leopold Friedman also is r congratulation.

ures a continuation of suc- perating policies and man- thinking that, when severed jection of outsiders, all too lts in drastic upheavals from ost companies are slow in g.

executives ever have taken responsibilities with more or more sincere well-wish- Vogel and Friedman have corners.

MPAA's Plan Is Evaluated

By LESTER DINOFF

Exhibitors interested in the future of the motion picture theatre industry would "have an open mind" toward Motion Picture Association of America projects requiring their "assistance and participation" in the opinion of a number of high circuit and independent theatremen here.

The theatre executives were asked to comment at the weekend on the MPAA programs, inaugurated by its Advertising and Publicity Directors Committee, which deal with an industry market survey, a Hollywood press conference for key U. S. newspaper representatives, executive field tours, and an "Oscar" derby or "Hollywood sweepstakes."

The exhibition field, in many of the MPAA ventures which are aimed at building "bigger and better" business,

(*Continued on page 4*)

N. Y. Legislators Set Municipal Tax Study

The Republican Legislative Committee for the City of New York will shortly launch a special state legislative study of a number of the municipality taxes "to seek out inequities or burdensome hardships imposed on businesses," it was announced by a committee of the Republican group.

The committee, composed of senator MacNeil Mitchell and assemblyman Fred W. Preller, speaking for some 90 Republicans in both State houses,

(*Continued on page 2*)

Vogel, Friedman Elections Were Effective Immediately

The elections of Joseph R. Vogel to the presidency of Loew's, Inc., and of Leopold Friedman to the presidency of Loew's Theatres, together with other officers and directors of the latter, are effective immediately, the companies made known at the weekend.

Arthur Loew had resigned the presidency of Loew's, Inc., effective Nov. 15, but agreement on his successor made possible last week's election and the effective date of both the resignation and the succession.

AB-PT Profit $5,686,000

Consolidated earnings of American Broadcasting - Paramount Theatres, Inc., for first nine months of 1956 were $6,616,000, or $1.53 a share of common stock, compared with $5,286,000, or $1.21 a share, for the same period of last year, Leonard H. Goldenson, president, reported at the weekend.

Net operating profit for the first three quarters of this year was $5,-686,000, or $1.31 a share, compared with $5,254,000, or $1.20 a share, for the first nine months of 1955. Capital gains for the nine months were $930,-000 as against $32,000 last year. Third quarter net operating profit was $1,484,000, or 34c a share, as against $1,899,000, or 43c a share, in the same quarter of 1955.

Goldenson said that third quarter

(*Continued on page 4*)

Television Today

IN THIS ISSUE **Page 5**

- **Spotlighting the News in Television Today—a roundup of the more important and significant revelations of the week.**
- **Passing in Review—some candid opinions on the highlights (and lowlights) of recent programming.**
- **Who's Where—personnel shiftings.**

From Holland

Why Not Try Cooperation? Visitor Asks

Dutch Exhibitor Cites His Industry's Governing Unit

By GUS DALLAS

(Picture on Page 4)

Dutch exhibitors are in a better situation than their colleagues in the U. S. when it comes to solving industry problems, because both they and the distributors in Holland have a strong and respected governing organization, according to Max Gerschtanowitz, managing director of the 18-theatre Tuschinski Circuit in Holland.

Gerschtanowitz was in this country for three weeks visiting production studios and industry figures. He left for Holland yesterday.

"Of course, I'm not very qualified to speak on the American industry, but it would seem more reasonable that if your theatre people would try some

(*Continued on page 4*)

Tri-States Theatre Unit Meeting in Memphis

Special to THE DAILY

MEMPHIS, Oct. 21. — Between 200 and 300 exhibitors and their wives from all parts of the Memphis trade territory are expected here tomorrow and Tuesday for the Tri-States Theatre Owners, Theatre Owners of America affiliate, 47th annual convention at the Hotel Gayoso.

Tomorrow's sessions open with a

(*Continued on page 2*)

Screen Gems Fund Will Aid TV Film Producers

From THE DAILY Bureau

HOLLYWOOD Oct. 21 — Screen Gems, Inc., a subsidiary of Columbia Pictures on Tuesday announced the establishment of a $2,-500,000 fund for financing independent television film producers. The fund, said to be largest ever set up for this purpose, will be made available to any producer "with a package

Television Today..

(*Continued on page 2*)

PERSONAL MENTION

ADOLPH ZUKOR, chairman of the board of Paramount Pictures, has arrived in Hollywood from New York.

•

REGINALD ARMOUR, executive vice-president of Republic Pictures International, is in London from New York.

•

ROBERT F. BLUMOFE, United Artists vice-president in charge of West Coast operations, has arrived in New York in the first leg of a tour of Central and South America.

•

EDWIN A. DICKINSON, Westrex Corp. acting manager, motion picture division, has returned to New York from Caracas, Venezuela.

•

A. F. BALDWIN, vice-president and export manager of National Theatre Supply Export, left here Saturday on a trip to Mexico and Central America.

•

HOWARD W. KOCH, producer; REGINALD LE BORG, director and PAUL WURTZEL, assistant director, left Los Angeles on Friday for Hawaii.

•

CHARLES MARTIN, producer-director, will arrive in New York today from Hollywood.

N. Y. Legislators

(*Continued from page* 1)

said that "preliminary examination would show at least two avenues for exploration—the gross receipts tax which is levied on business whether conducted at a loss or a profit, and the amusement tax, which is working great hardships in some areas."

The Metropolitan Motion Picture Theatres Association and the Independent Theatre Owners Association have been prime movers and opposers to the five per cent amusement tax levied by the City of New York on admissions. It is reported that MMPTA and ITOA representatives have been conferring with the Republican Legislative Committee regarding the "nuisance tax" and the hardship it imposes on motion picture theatres here.

The yields of the two taxes are estimated respectively at $89,000,000 and $10,800,000 in this fiscal year.

28 Keys Book 'Shark'

"The Sharkfighters," Samuel Goldwyn Jr.'s adventure drama in CinemaScope, will open in 28 key cities late this month and early November, it was announced on Friday by William J. Heineman, United Artists vice-president in charge of distribution.

NT's Annual Earnings Seen 80¢ Per Share

LOS ANGELES, Oct. 21.—National Theatres' net earnings are expected to approximate 80 cents per common share for the fiscal year which ended last Sept. 25, according to president Elmer C. Rhoden, who said that the company's fourth quarter earnings for the past fiscal year will show "no gain" over the previous comparable period.

Net earnings for NT for the fiscal year ended on Sept. 25, 1955, totalled $1.04 per share.

Rhoden said the downward slide in earnings which plagued the company for the past year has been halted.

Storer Agrees to Sell Atlanta TV Station

ATLANTA, Oct. 21—Storer Broadcasting Co., which has owned WAGA in Atlanta since 1939 and which built WAGA-TV 10 years later, has agreed to sell the station for $6,500,000 to the Washington Post Co., Washington, D. C. The sale is subject to the approval of the Federal Communications Commission.

A Storer spokesman here said the sale was made to comply with FCC regulations limiting a single company to ownership of five tv stations in the VHF band.

Minneapolis Run Row Settled Out-of-Court

MINNEAPOLIS, Oct. 21.—Harold D. Field, president of the St. Louis Amusement Co., and Charles Winchell, president of Minnesota Amusement Co., have announced the pre-court settlement of St. Louis Park Theatre Co. vs. Paramount Theatres et al. in federal district court.

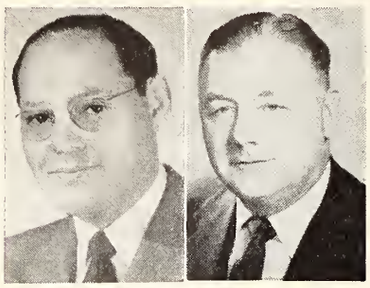
Under the terms of the agreement the St. Louis company gains the 28-day run slot now shared by both the Park Theatre and Minnesota Amusement Co.'s Uptown, with the latter dropping back to 35 days or later.

The federal anti-trust suit named Minnesota Amusement Co. and major film distributors as defendants.

Suit Claims Paid

LITTLE ROCK, Ark., Oct. 21—Exhibitor defendants, B. V. McDougald and Zula La Floe McDougald, having paid to the distributor plaintiffs an acceptable sum in settlement of the distributors' percentage claims involving their Drew, Amuse-U and Dixie Theatres in Monticello, Ark., the distributors consented to drop their eight percentage actions pending here in Federal Court. The plaintiffs were: Columbia, Paramount, Twentieth Century-Fox, Loew's, Universal, United Artists, RKO and Warner Bros.

New Loew's, Inc., Directors



Eugene Picker John Murphy

HERE ARE highlights of the careers of the two newest members of the Loew's Theatres board of directors, elected last week: Eugene Picker and John F. Murphy.

Picker joined Loew's in 1921 with his father, the late David V. Picker, when a family-owned theatre became part of the major circuit. In 1935 he became chief film buyer and booker. During the realigning of departments in 1946, he was appointed general manager of all Loew's New York theatre operations. Following the separation of Loew's Theatres from Loew's, Inc., in 1954, he was made vice-president of the new organization. He was elected last week to the board of directors to fill the vacancy occasioned by the resignation of Joseph R. Vogel.

Murphy spent his entire career with Loew's Theatres, starting as an accounting clerk in 1922. In 1925 he was night assistant at Loew's Hillside Theatre in Jamaica and Loew's Valencia in New York. Shortly after, he was promoted to assistant to Vogel, then general theatre executive, in charge of all Loew's theatre operations. When Vogel became president of the new company after the 1954 separation, Murphy was named vice-president. He was elected to the board of directors last week to fill the vacancy caused by the death of Harold J. Cleary.

Crowell-Collier Acquires L. A. Radio Station

Radio station, KFWB, Los Angeles, yesterday became the first broadcasting activity of The Crowell-Collier Publishing Co. with final closing of the transaction in a meeting between Paul C. Smith, chairman of the board and president of Crowell-Collier, and Harry Maizlish, former owner of KFWB.

Under the new ownership Smith becomes president of KFWB Broadcasting Corp., a newly-established company, now a wholly-owned subsidiary of Crowell-Collier. Maizlish will be associated with the new company and will "undertake additional assignments in the future," according to Smith.

Memphis Me

(*Continued from page* 1

luncheon with welcome speech report of the president. It followed by a business session discussion of small business available for theatres. The b directors will meet later. De will move to Hotel Claridge to night for a dinner given b Transit, Inc.

A business session will be hel day morning with the election ficers and a discussion of the tors Motion Picture Associatio which is the nine point program ed at the end of the recent meet.

Screen Gems Fund

(*Continued from page* 1

containing star names or a pc idea." Such properties, the ann ment by vice-president Irving said, will be given the full fa of the Columbia studio.

Briskin said, "We feel the many producers seeking no financing, but affiliation with ganization which can give their tial programs everything n from production facilities throu tribution and sales."

Kodak Grants $300,

The Eastman Kodak Co. h nounced that it made direct education grants totaling mor $300,000 this year to 67 pr supported colleges and univ whose graduates have been em by the company for the pas years. This grant plan is part dak's overall aid-to-education p which is expected to result in ex ture this year of over $650,00 which will benefit directly abo educational institutions.

HAWAII HOLIDAY!

7 days —$469.50 from New York, plus tax, including hotel and air far

Fly United DC-7s, world's f est airliners, ALL First Cl or DC-6Bs, ALL Air Co 2-abreast seating comfort on Mainliner® flights.

UNITED AIR LIN

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope William nup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays days and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York N. Y. under the March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

AFTER T.V.!

Capitol Service, Inc.
1324 WEST WISCONSIN AVENUE • DIVISION 2-2303 • MILWAUKEE 3, WISCONSIN

MADISON Theatre, Madison, Wisconsin

Mr. Ben Seigel
Selznick Company, Inc.
400 Madison Avenue
New York 17, New York

Dear Ben:

I am very happy to advise you of the Madison Theatre grosses as per the attached report on the combination of INTERMEZZO and PORTRAIT OF JENNIE, September 19 to 22.

This gives us a gross exceeding any reissue combination from any company during the past year. As you well know, both of these pictures played in Madison on TV.

Sincerely,

A. Porchetta

ODEON Theatre, Edmonton
"Booked 'Intermezzo' after T.V. showings."

APEX Theatre, Wash., D.C.
LANGLEY Theatre,
Silver Springs, Maryland
"Played 'The Paradine Case' on scale . . . after local T.V. run. Paid off substantially above percentage floor!"

KENT Theatre, Montreal
"Outstanding business with 'Intermezzo' and 'Portrait of Jennie'. Played simultaneously with T.V. Held-over second week. Went over split figure. Re-booked at Avon, Montreal following T.V."

HIGHLAND Theatre, Toronto
"Played 'Intermezzo' after T.V. Business great. Held-over second week."

David O. Selznick
Presents

"I'LL BE SEEING YOU"
Produced by Dore Schary

"SINCE YOU WENT AWAY"

Portrait of Jennie

The Spiral Staircase
A DORE SCHARY PRODUCTION

THE PARADINE CASE
Directed by Alfred Hitchcock

INTERMEZZO

BOOK THESE EVER-NEW SELZNICK BOXOFFICE CLASSICS NOW FROM

THE SELZNICK COMPANY, INC. 400 Madison Avenue, New York 17, N. Y.

MPAA's Plan

(*Continued from page 1*)

would be asked to participate financially—specifically in the Hollywood press conference venture. This proposal would bring some 300 newspapermen from 101 key markets with populations over 100,000 to Hollywood to see how the studios operate. The MPAA approximates that this venture alone would cost exhibitors roughly $60,000—to pay the transportation of the newspapermen to Hollywood while the companies would pay about $125,000 for the Hollywood expenses.

Prefers Local Spending

A prominent New Jersey theatreman who operates in a city with a population over 150,000 commented that "this idea may have some merits, but from my point of view, the money could be better spent on the local newspaper publishers and editors, who determine, in the long run, what amount of free space is given to film news."

One prominent New York theatre executive declared "it is a calamity that the MPAA did not invite any exhibitors in and ask them if they had ideas on ways and means of building business before they decided to ask struggling theatremen for money to send newspaper men to the Coast. They now have developed a program without exhibitor assistance and participation and now plan to ask us to accept it.

Points to TOA Brochure

"We have ideas on how to build business and bring back showmanship to theatres. Just read the TOA Business Builders brochure and the industry program brochure presented to the TOA convention by the press relations committee of the Council of Motion Picture Organizations.

"What are we supposed to do with these now? Scrap them in favor of the MPAA program?"

Most of the theatremen were in accord that despite animosities between exhibitor and producer-distributor, there should be one thing in the fore of everyone's mind—"the business which is our livelihood."

Wants Control of FCC Returned to Congress

From THE DAILY Bureau

WASHINGTON, Oct. 21 — The chairman of a House small business subcommittee, which held hearings last spring on the Federal Communications Commission and other regulatory agencies declared at the weekend that control of those agencies should be taken from the executive branch of the government and turned back to Congress.

Speaking specifically of the FCC, Rep. Joe Evins (D., Tenn.) indicated that the commission has not prevented the growth of monopoly in the television industry.

"Whatever the motivations for the absence of the record on the part of the FCC in protecting the small business man and competition in the communications industries," Evins said, "the record is eloquent on the factual showing that it has not prevented the establishment and growth of monopolistic" practices in that industry.

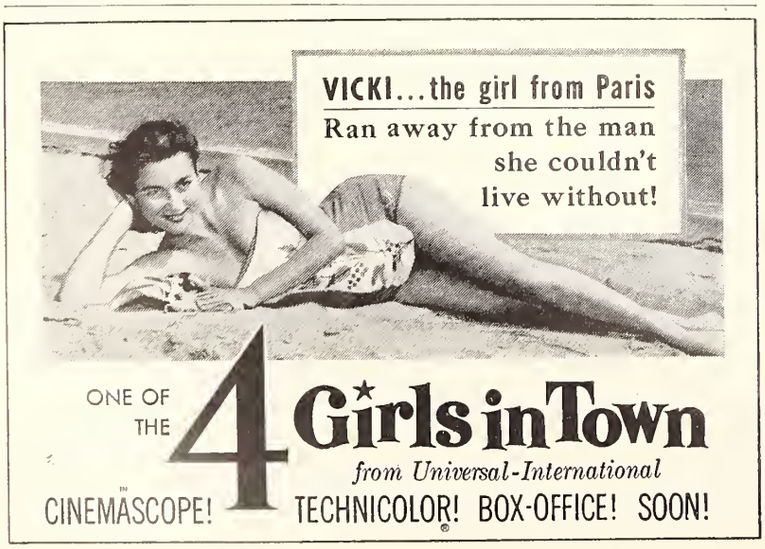
Evins made these statements in a report he issued to the rest of his three man subcommittee. The report has not been approved by the full committee, and is therefore subject to revision or changes.

Mil Fenster Promoted To Gen. Teleradio Post

Mil Fenster, film manager for WOR-TV since October 1950, has been promoted to the parent General Teleradio organization to supervise film buying for all owned and operated tv stations, it was announced at the weekend by Thomas F. O'Neil, president and board chairman for RKO Teleradio Pictures, Inc.

Fenster will be responsible for obtaining films-for-tv for the five General Teleradio-operated stations.

Coincident with Fenster's promotion, Gordon Gray, executive vice-president in charge of WOR-TV, announced that Daniel German, who had been film editor at WOR-TV for three years, will return to the station as its film manager. German is currently at WHCT, Hartford, Conn., as its film director.



M. P. DAILY Picture

MAX GERSCHTANOWITZ

Visitor Asks

(*Continued from page 1*)

cooperation during their current troubles instead of fighting each other, many of their difficulties could be resolved," he said in an interview here.

The situation is different in Holland, Gerschtanowitz said, where the separate exhibitors' and distributors' organizations have a common governing board called the Cinemabund, which serves as an advisory council and arbitrator for the Holland industry. There is very little film production in Holland, which makes the overall situation a little less complicated than in the U. S., he admitted.

Give Money or Advice

One function of the Cinemabund is to help theatre owners in financial trouble, he said. An operator going broke presents a plea to the bund, which examines his books and record. If it is a justifiable case, the bund gives financial and advisory aid.

So well established is the Cinemabund that it actually went on strike a few years ago to get a 35 per cent entertainment tax lowered, he stated. It closed motion picture theatres in several towns, in one instance for a year, until the tax was lowered to 25 per cent.

Television, still very young in Holland, is being carefully studied in the U. S. for results, he said. Broadcast time in Dutch tv, about two hours a day, is shared by the five political parties of the country, each of which owns its station. The resulting internal discord gives the organized theatres a distinct advantage in competition, Gerschtanowitz pointed out, and the Cinemabund has an agreement from the tv regulators that only one feature film, an old one, may be shown over tv each week.

'Legit' Basis for Theatres

Dutch theatremen have also successfully changed film showings to a "legitimate" theatre basis.

At present, the Cinemabund and the Dutch government have reached an agreement to subsidize motion production in the country, with the goal of four pictures and some international co-productions annually, he said.

AB-PT Prof

(*Continued from page 1*)

theatre business increased ov previous three months, although not up to last year's level for th period. ABC experienced the seasonal decline in earnings f third quarter, characteristic broadcasting industry. In this ter, as in the same period las ABC's earnings were relatively in relation to the total.

Theatre Plan Being Pushe

Goldenson further reported t company's program for buil stronger theatre business by di of uneconomic theatres is being rated. After thorough analysis theatre, a definite plan has be into action. It includes con properties to non-theatre use, lation of leases, and demoli facilities. Through this proc explained that assets are bein verted into cash for business r ments, while the earnings p and value of the remaining thea enhanced at the same time.

Goldenson said that the co previously announced plans fo ing motion picture productio means of helping to stimul needed flow of product to t would begin with relatively sm activities. The results would mine future efforts and possi pansion, he indicated.

ABC Television Network s prime evening time for the fall are 19½ hours of sponsored tim pared with 17½ hours at this t year, according to Goldenson.

Special Effort in TV Fi

Goldenson explained that results for each television b season, starting in October, are set during the selling season preceding spring and summe sponsor contracts usually run 13, 26, 39 or 52-week cycles. that, in line with this business ABC Television's sales are no expectations for the next thre ters, which represent the broadcast season. Concentrate will be made to increase sale final quarter of 1956 as well first two quarters of 1957. same time plans are also bein create new programs with hig ence and sponsor appeal, and t late sales, in the 1957-58 broa season, he reported.

Change Lunch Loca

The second annual Huma tions Award luncheon, which will honor William J. German, held here on Wednesday at t Sheraton Hotel rather than th ton-Astor, according to an an ment by luncheon chairman S. Benjamin. The affair is bei sored by the Joint Defense A the American Jewish Commit the Anti-Defamation League B'rith. Benjamin said the ch locale was necessitated by response for reservations.

Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

otlighting the News

s

problems of Section 315 of mmunications Act, which ith time for political broad- were reviewed in a banquet last week by FCC Com- er Robert E. Lee. Before nd television executives of ARTB, holding a two-day at the Shoreham Hotel, e declared: "Section 315, ne rules and regulations ed by the Commission to ent its provisions and up by court decisions, has many perplexities for both mmission and the broad- " Mr. Lee cited as an ex- he provision of the section tates that no station is re- to permit the use of its s by any political candidate. e station must allow all tes equal time and oppor- on the station if it gives a legally qualified candi-

iteau

vision viewing, no longer increase, established itself gh plateau in 1956. After g a peak last year, view- settled down to the 1954 vith the average person g a little over 11 hours in f his set during weekday s. There is every indica- at this level will continue me major change occurs in aming. This is the opinion ald Tasker, vice-president ector of research at Cun- and Walsh, Inc. The de- in viewing was general, ss of sex, age and length ownership. However, the V fans still retain their s the most ardent viewers.

culate Majority"

National Audience Board, it, non-political group mphasizes that it has no grind, has released a 36- port on the results of its nationwide survey of pub- ion on network program- AB declares that the re- flate the claims of pressure that TV network pro- g is by and large accept- the public as entertain- d that there is a growing acceptance for education as well as entertainment in programming. It's added, however, that the public would like to see something done to curb over-long and over-repetitious commercials. Further on the report, in veiled terms, speaks of the possibility of "opposition to this research" from those "very few who might fear knowledge of the views and desires of the public." The "very few" are later identified by the report as "pressure groups . . . the so-called articulate minority." Its survey, says NAB, reflects the wishes of the "inarticulate majority."

Off the Ground

► Color television's soaring popularity in the Philadelphia area and in other major cities across the country—as evidenced by the excellent sales record of recent weeks—means that color television is running well ahead of earlier expectations, according to Brigadier General David Sarnoff, chairman of the board of Radio Corporation of America. General Sarnoff cited as factors in the growing public acceptance of color TV: the new lower prices, liberalized financing terms, and lower service contract rates. "We are now confident," General Sarnoff said, "that color television is really off the ground and that increasing numbers of the great TV audience will be sharing the regular thrill of seeing their favorite programs in full, living color."

Handling of Prints

► A number of innovations in the handling of syndicated television film prints, including the investigation of a brand-new, infallible and non-toxic film cleaner, have been instituted at the NBC Film Exchanges. In an over-all campaign to perfect service to stations and clients, California National, NBC subsidiary which now administers the NBC Film Exchanges in Englewood Cliffs (N.J.) and Hollywood, has revolutionized both technological and clerical methods. The new systems, as well as those under consideration, are designed to insure the highest print quality and most streamlined shipping service to clients throughout the world.

Musical Chairs

► The game of musical chairs continues: the Washington Post Company has purchased WAGA and WAGA-TV, Atlanta, from Storer Broadcasting Company for $6,500,000, which deal is contingent upon FCC approval of an application by Storer to acquire WMUR-TV, Manchester, N. H. Storer at present already owns the maximum of five stations permitted under the multiple ownership ruling.

Code Progress

► It is significantly important that 90 per cent of the stations recently monitored were operating consistent with TV Code recommendations, the chairman of the Television Code Review Board of the NARTB declared last week. The chairman was especially gratified, he said, that in all but a few instances, stations which had violations called to their attention have discontinued the practices complained of or were taking steps to rectify the situation. A final opportunity to alter their practices will be given three stations in the east before the Code Board asks their resignations, it was said. Membership is reported at an encouraging high of 291 sta-

(*Continued on page* 7, *col.* 3)

In Our View

RECENTLY a lawyer, Benedict M. Holden, in his capacity as editor of the publication of the Hartford (Conn.) County Bar Association, took typewriter in hand and got himself into quite a lather over what he called the "caricaturing" of the legal profession in television shows. The attorney is quite understandably distressed, and takes his own profession to task for not doing something about it.

He points out, with some reasonable justification, that when other fields or areas of activity are basically involved in dramatic presentation, those fields have representatives "on the set" to guard against errors in fact, omissions which would be glaring or other examples of what might be called "profession-assassination." The attorney submits in his Hartford brief that where the clergy is involved, a member of that profession has been consulted for accuracy in presentation; where the Navy is pictured, a ranking sailor is beside writer and/or producer all the way; where the medical profession is characterized, an M.D. is watching with care. But, says he, when the legal profession is in the glare of the dramatic spotlight, anything goes. Technically, he declares, errors which, one would suppose, are of the higher court "reversible" variety, fill the show: judges handle themselves and the cases without reprimand, and like wrongdoings go untouched.

The important point here for Television in general, and producers in particular, is that it is not at all difficult, time-consuming or expensive to make sure the technical aspects of the story line are accurate with respect to professional or procedural requirements, and such steps should be taken as a matter of course. Accuracy pays dividends —in this as in other activities where the public is concerned. Antagonizing even a few of the vast audience is not good business sense to say the least and can be seriously harmful.

—Charles S. Aaronson

Passing in Review

THE EVOLUTION OF THE TELEPROMPTER, like harnessing of the atom, may truly be a step forward for mankind but, in these early stages anyway, it also appears to be a rather dangerous convenience, especially when used by two such rank amateurs as Dwight D. Eisenhower and Adlai E. Stevenson in their respective five-minute sales pitches. Probably a lot more people would be convinced if they just read off a plain sheet of paper in full view of the camera.

The live dramas of the week were of a generally higher order than usual. NBC-TV's Alcoa Hour Sunday night, October 14, offered a heavily—but carefully—pruned version of Maxwell Anderson's "Key Largo," wherein Mr. Anderson's philosophical wanderings took on unexpected heft, perhaps because most TV dramatists seem to ration themselves to one small idea per hour script. Turning in fine performances under Alex Siegel's direction were Alfred Drake, Ann Bancroft, J. Carroll Naish and Victor Jory. Monday night, same network, William Wyler directed and produced for Producer's Showcase a handsome and very theatrical version of a very old favorite, "The Letter." Siobhan McKenna, whose voice showed the strain of her "St. Joan" run off Broadway, Michael Rennie and John Mills headed the cast. Credit goes too to Somerset Maugham. Today's writers should create such chestnuts!

Tuesday night was a particularly successful one on NBC-TV, starting with Henry Soloman's fascinating and thoughtful documentary, "The Great War," edited and scored by thorough professionals for great impact. There was impact, too, in the Armstrong Circle Theatre's "actual" on the Andrea Doria disaster, surprising in view of the fact that this actual is still going on and the full story of which won't be known for a long, long time. By keeping a tight focus on just three groups of characters, the script managed to convey even more personal drama than did "A Night to Remember," without, of course, the latter's social-historical significance.

The best variety show of the last 10 days was the Republican-sponsored birthday party for President Eisenhower on CBS-TV, Saturday, October 13. The script was out of Ralph Edwards by Leonard Hall, but the performance was top-notch. Other random notes: CBS-TV's Saturday Football Roundup, October 13, might better be called Sports Roundup, especially when they include such as the excellent Belmont Racetrack pickup, a far cry from the gridiron. . . . NBC-TV's peripatetic Today crew turned in some fine programs during their New Orleans jaunt, where Lee Merriweather, water-skiing at 8 A.M. in Lake Ponchatrain, came in blue even on an antique black-and-white RCA receiver. . . . Ernie Kovacs is making his Monday-Tuesday night Tonight appearances the highlights of that show's week.—V.C.

HOLLYWOOD

HOLLYWOOD: Bing Crosby Enterprises' electronics division, in the deal with Minnesota Mining & Manufacturing Co., still retains an interest in the color Video Tape Recorder which it helped develop during the past two years, tantamount to a royalty interest. The main reason for turning it over to the 3M's Electrical Products Group: Mr. Crosby's work was practically completed and he didn't want to get into the equipment manufacturing aspect of VTR. Francis Healey, who formerly headed Crosby's electronics division, went with the deal as general manager of the 3M's newly formed division to be known as Mincom.

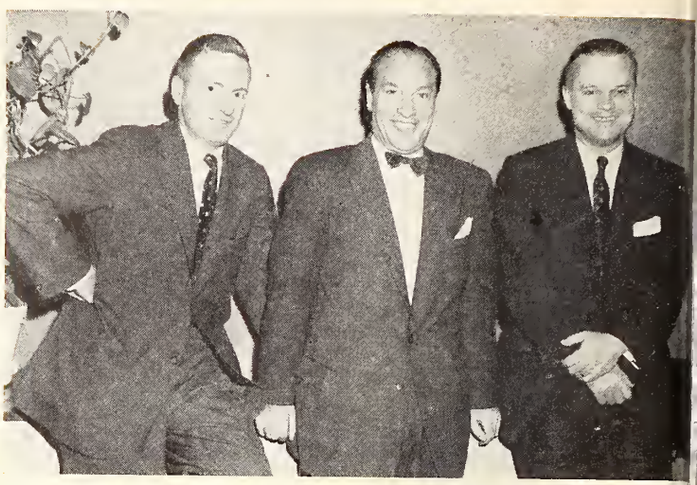
New offices and laboratories will be set up in the L.A. area for increased impetus in the research development of color VTR, which could be ready for demonstration by the summer of 1957.

The big plus in the development provides for a direct recording hook-in to the television camera, which will retain the original quality of the image with instant recording, rather than rely upon the quality obtained by recording the image off a receiving tube.

Following his great team work on the Dinah Shore show recently, Frank Sinatra now reports to Paramount for pre-filming conferences on "The Joker Is Wild," for which his team mate will be Jeanne Crain. . . . Luke Short, the popular western writer, lassoed Frank La Tourette and James Moser into a partnership for a new TV film series based on Mr. Short's stories. The company will be known as Primrose Productions. Mr. La Tourette and Mr. Moser, successful producers of the "Medic" series, "have the integrity and imagination I have been waiting for," says Mr. Short. He doesn't want his name attached to a television series that might degenerate into conventional bang-bang items.

—*SAMUEL D. BERNS*

THE NEW ABC TOP ECHELON



They are running things now at American Broadcasting Company, following the resignation of Robert Kintner as president. Leonard Goldenson, president of AB-Paramount, top man, is flanked above by Don Durgin, left, radio head, and Oliver Treyz, head of the television network. John Mitchell, former ABC TV chief, not pictured above, is now special assistant to Mr. Goldenson.

Who's Where

Last week these changes:

JOSEPH A. MCDONALD, NBC, New York, has been named chairman of the copyright committee of the NARTB. Serving with him for the next year will be: CY N. BARKEL, IAN A. ELLIOTT, LEONARD H. HIGGINS, PHILIP G. LASKY, DALTON LEMASURIER, LEE LITTLE, NATHAN LORD, JAMES H. MOORE and GUNNAR O. WIIG.

JAY ELIASBERG has been named acting director of research, CBS-TV, it is announced by MERLE JONES, executive vice-president, CBS-TV. He was formerly assistant director of research for the CBS-TV network.

JACK HOUSE has joined Screen Gems, television subsidiary of Columbia Pictures, as national account executive, it is announced by JOHN H. MITCHELL, vice-president in charge of sales.

JOHN O'KEEFE has been named director of publicity for the NBC-owned stations in New York, it is announced by WILLIAM N. DAVIDSON, general manager for WRCA and WRCA-TV. Mr. O'Keefe succeeds DON BISHOP, who was recently appointed director of publicity and community services for the NBC Owned Stations and NBC Spot Sales.

DR. W. R. G. BAKER, president of the Radio - Electronics - Television Manufacturers Association, has named GLEN MCDANIEL chairman of the group's legal committee, and JOSEPH A. HATCHWELL, chairman of the service committee of the Association.

ROACH FORMS STUDIO UNITS

HOLLYWOOD: Hal Roach S dios is preparing to shuffle its eration into production units, to form as the television film coun part of advertising agency u Each unit will be composed of account executive, production h with additional executive and t nical staff members augmen existing personnel. This move necessitated by a 67 per cent crease in the studio's comme business, it was announced.

The recent appointment Frank Shea as director of eas operations for the Hal Roach dios commercial division, p the way for Sidney S. Van Ke vice-president and general m ager of the studios to institu plan for expansion. Mr. Shea function as eastern liaison bet Culver City until executives agency headquarters in the west and New York.

According to Mr. Van Ke the bulk of commercial filming be accomplished on the west c with the eastern operation to a advertisers the New York- inated "live" action filming many insist upon for closer s vision and direction, with the jor portion of the new special optical effects continuing t canned in Culver City.

In most cases, should con production warrant it, a com production unit would go to York to supervise special fil —S

TELEVISION TODAY—Editorial Di Charles S. Aaronson; Eastern E Pinky Herman, Vincent Canby; wood: William R. Weaver, Sam Berns; Washington: J. A. Otten; L Peter Burnup; Photo Editor: Flo Stone.

ne Show-Makers

Ayres stars in "Measure of in the Ford theatre presen- on Wednesday, October 24 C-TV. In support of Ayres e Van Cleef, Beverly Garland harles Evans.

★

ues Sernas stars in "Captain t a Country" on the drama produced by Warner Bros. own as Conflict, on Tuesday, r 30, on ABC-TV. In support ger Stevens, Rex Evans, Roy Lester Matthews and Tudor The original teleplay was by Charles Bennett and Fisher, directed by Roy Del nd produced by Roy Hughes.

★

ulah Bankhead will appear on ABC-TV Omnibus programs, nnounced by Robert Saudek, r of the TV-Radio Workshop Ford Foundation, which pro- Omnibus on Sundays. Other ent artists signed for the include Bert Lahr, Agnes e and Leonard Bernstein. rnstein's exploration of "The an Musical Comedy" ed the fifth season of Omni- nday, October 7.

★

ey Jones will co-star with Red Skelton in "The Big Slide" on CBS-TV's Playhouse 90, on Thursday, November 8, it is announced by Martin Manulis, producer. Ralph Nelson directs.

★

Nancy Kelly will star in the Studio One presentation of "The Pilot" over CBS-TV Monday, November 12. This is the show for which Margaret Sullivan was originally scheduled. Paul Crabtree wrote the teleplay based upon a true story about a Catholic nun.

★

Actress-singer Lillian Roth stars in "Man in Seven League Boots" on the NBC Matinee Theatre, Monday, October 22 on NBC-TV in color and black and white. The teleplay was written by Anthony Spinner and Allan Buckhantz directs.

★

Viveca Lindfors, Franchot Tone, Laraine Day, Boris Karloff, Tom Drake and Elizabeth Patterson star in "Rendezvous in Black," the fourth 90-minute presentation on CBS-TV's Playhouse 90 Series Thursday, October 25. John Frankenheimer directs.

SPOTLIGHT

(Continued)

tions and all three networks. Awaited now is approval of the plan for film producers, members of the Alliance of Television Film Producers, to become associate subscribers to the TV Code.

Quarter-Century

► An old-timer among air presentations received a happy pat on the back last Thursday in Hollywood when several hundred members of the Native Daughters of the Golden West met at the McGowan studios to pay homage to Death Valley Days, sponsored by the United States Borax and Chemical Company and first offered, on radio of course, 25 years ago. The pioneer days of the old west are the background and setting of the highly successful show. Numerous awards have come its way and the trophy room is getting crowded. Producer is Mrs. Dorothy B. McCann of McCann-Erickson, Inc.

New Shows

► Two new shows on the agenda look right lively and entertaining for Fall audience consumption. "The Price Is Right," a new live-audience participation program, begins over the NBC television network late in November, it is announced by Richard A. R. Pinkham, vice-president in charge of programming. A Goodson-Todman production, the new series will be seen Monday through Friday mornings from 10:30 to 11 A.M. EST. "The Price Is Right" will be a challenge to every housewife's instinct for knowing a good bargain when she sees one. The other new program is "Johns Hopkins File 7," a new series presenting outstanding scholars and graphic documentaries of progress in research affecting everyone. This begins on the ABC-TV Network Sunday, November 11. Dr. Milton S. Eisenhower, new president of Johns Hopkins University, will introduce the first program in the series. He will appear at intervals on subsequent programs, which will be broadcast live from Baltimore. Each program will be devoted to one phase of current research in science, the humanities or the arts.

Expansion

► The demands of television, especially commercials, are ever-expanding, and taking part in that expansion is Mel Gold Productions, Inc., now with additional floor space at 1639 Broadway in New York, to make room for cutting rooms, research quarters, production and sales offices and the like.

"HEY, JEANNIE!"*

LISTEN TO THE

GRASS-ROOTERS

an truthfully say that I haven't faund any- an televisian that I wauld rather watch 'Hey, Jeannie!' "
Mrs. Margaret Williamson
Chattanooga, Tenn.

"Cute girl, clever show . . ."
Mr. and Mrs. Wall
Santa Ana, Calif.

the freshest television shaw I've seen in s."
Mel Bader
New York City

"Very refreshing change."
M. Canton
Jamaica, N. Y.

"Finally samething original and different."
Mrs. Fallien
Falls Church, Va.

"Really enjay yaur shaw."
Doris Huber
Cape Giraideau, Missouri

"Enjay Jeannie very much . . . nat often I like anyone an their first shaw."
Richard Dieckman
Clinton, Iawa

"Refreshingly different."
Mrs. John Crichton
Berrien Co., Mich.

"Never miss your shaw. Am sure that all thase who have had the privilege af seeing it, enjay it."
William Reid
Royal Clan, Order af Scattish Clans
Braoklyn, N. Y.

"A very entertaining series . . . a magnetic persanality."
Marjorie Drake
Passaic, N. J.

"What a delightful girl, and a wanderful shaw."
Mrs. Tam Marshall
Minneapolis, Minn.

"Enjayed yaur new series. It was a riat."
Sue Thomson
Los Angeles

*The Freshest Sparkle in the CBS Eye

SATURDAYS AT 9:30 P.M.

Exploitation with a Flair from Bel-Air

Aubrey Schenck Howard W. Koch

A profit making line-up for the 1956-57 season... crammed with action, drama, adventure!

now in release

"HOT CARS"

starring John Bromfield • Joi Lansing
Mark Dana

"REBEL IN TOWN"

starring John Payne • Ruth Roman
J. Carrol Naish • Ben Cooper • John Smith

"THE BLACK SLEEP"

starring Basil Rathbone • Akim Tamiroff • Lon Chaney
John Carradine • Bela Lugosi

now in production

"GAMBLING MAN"

starring Dane Clark • Ben Cooper
Lori Nelson • Ellen Drew

"JUNGLE HEAT"

starring Lex Barker

"PHARAOH'S CURSE"

starring Mark Dana • Ziva Shapir • Diane Brewster

"REVOLT AT FORT LARAMIE"

in **Color by DeLuxe**
starring John Dehner • Gregg Palmer • Frances Helm
Don Gordon

"THE GIRL IN BLACK STOCKINGS"

starring Lex Barker • Anne Bancroft • Mamie Van Doren
Ron Randell • Marie Windsor • John Dehner

"TOMAHAWK TRAIL"

starring Chuck Connors • John Smith • Susan Cummings
Lisa Montell

"VOODOO ISLAND"

starring Boris Karloff

"WAR DRUMS"

in **Color by DeLuxe**
starring Lex Barker • Joan Taylor • Ben Johnson

THRU **UA**

All the News That News

MOTION PICTURE DAILY

Concise and to the Point

80, NO. 79 NEW YORK, U. S. A., TUESDAY, OCTOBER 23, 1956 TEN CENTS

ris Report

y Rank Will t Up Own ency Here

cts to Be Operating an. with 12 Films

By LESTER DINOFF

J. Arthur Rank Organisation ched a decision to set up a dis- n agency to handle release of duct in the United States, it nounced here yesterday by Har- ris, joint managing director of ur Rank Overseas Film Distrib- Ltd.

is said the decision had been following discussions here be- himself, John Davis, managing r, Robert S. Benjamin, president

(*Continued on page 2*)

Sets Big Promotion 'Oklahoma!' in CS

ntieth Century-Fox will launch at promotional campaign on s & Hammerstein's "Okla- " in Cine- ope, in n to the ,000 cam- introduc- he film's ow pres- n, for the ion's con- us - per- ace, popu- iced re- t was an- ed here rday by s Ein- ice-president in charge of ad-

Charles Einfeld

(*Continued on page 2*)

ler, Hyman Form I Production Unit

From THE DAILY Bureau

LLYWOOD, Oct. 22.—In a announcement, Louis Chesler, chairman of PRM, Inc., on the an stock exchange, and Eliot , president of its wholly own-

(*Continued on page 2*)

'Oscar Derby' Plan Studied

Preliminary conferences concerning the Academy of Motion Picture Arts & Sciences' sponsorship of the Motion Picture Association of America's "Oscar Derby" project took place in Hollywood yesterday prior to a meeting of the Association of Motion Picture Producers and their studio publicity directors there last night.

The meeting on the "Oscar Derby," or the "Hollywood Sweepstakes," as

(*Continued on page 2*)

Indiana Allied Opening 30th Annual Meeting

Special to THE DAILY

INDIANAPOLIS, Oct. 22.—An exchange of "ideas to improve profits," trends in new equipment and other subjects will be discussed at the 30th annual convention of the Allied Theatre Owners of Indiana in the Marott Hotel here tomorrow and Wednesday. The key meeting will be a Wednesday morning film clinic on buying and booking open to exhibitors only. All

(*Continued on page 7*)

Exhibitors Express Support Of MPAA Promotional Plans

Exhibitors have expressed their support and interest in the Motion Picture Association of America's project to boost the box office through promotional schemes, according to an official of the MPAA.

The association representative said that telegrams have been received from the Fox West Coast Theatres and United Paramount Theatres executives citing their "100 per cent support" of the Advertising and Publicity Directors Committee program. The wires also supported the MPAA stand concerning the need for a revision in advertising billings.

Preminger to Industry: 'Bury the Hatchet'

Exhibitors, producers and distributors "should bury the hatchet" on their differences and work together towards the industry's future, Otto Preminger said here over the weekend as he paid tribute to theatremen for their support in his search for a new star to play the title role in his pro-

(*Continued on page 2*)

Broadway Has Three Films Running Three Hours and More; Business Very Good for All

Three films currently showing at Broadway theatres are unique in their long running time of three hours or more, and all three have been doing exceptional business—despite their unusual length.

"War and Peace," the Paramount release which enters its tenth week at the Capitol Theatre tomorrow, has been seen by over 750,000 people here and has set two new house records, it is reported. The run has established the highest average attendance for a picture at the Capitol, and has made a new record for the highest dollar gross per show at this theatre. In its nine weeks it will have grossed more than $632,500, Paramount estimates.

"Giant," the George Stevens-Warner Brothers production at the Roxy Theatre, has grossed $254,000 since it opened Oct. 11, topping all previous box offices except "The Robe," the theatre reported. It has been playing to very near capacity nightly, and last Friday succeeded in outgrossing the opening day performance.

"Around the World in 80 Days," the Michael Todd production at the Rivoli Theatre, opened last Thursday and a gross of over $32,000 has been reported for its first four days. The theatre is sold out for the next week, and business caused the necessity of adding four mail clerks and two box office treasurers to the staff to handle ticket sales.

Cecil B. DeMille's "The Ten Commandments," which also runs over three hours, will join these films on Broadway at the Criterion Theatre Nov. 9. For a short time then there will be four long-running pictures in town; however, MGM's "The Opposite Sex" is tentatively scheduled to open at the Capitol on Nov. 15. Paramount has reported advanee sales of $63,000 to date for the reserved-seat run of "Commandments."

Pinanski Says:

'Play Pictures Where Patrons Can Buy Them'

Urges Neighborhood First Runs for the Top Films

By SHERWIN KANE

In readjusting to a new business era, the industry will have to rid itself of its "fanatical devotion" to showing its better product in downtown pre-release or first run theatres to the exclusion of other showings in the same area, Sam Pinanski, head of American Theatres Corp., Boston, and an exhibition leader for many years, said yesterday in an interview with MOTION PICTURE DAILY.

Sam Pinanski

That policy, Pinanski maintains, is

(*Continued on page 7*)

Rogers Hospital Salute Meets Begin This Week

A. Montague, president of Will Rogers Memorial Hospital, has announced that exchange area meetings to start the seventh annual Christmas salute will be conducted this year on an individual area basis, and that the first meetings begin this week. According to the flexible date plan, the exchange area distribution chairmen are given leeway in setting their meet-

(*Continued on page 2*)

Roy Cochran Will Head Tri-States T.O. Group

Special to THE DAILY

MEMPHIS, Oct. 22.—Roy L. Cochran, North Little Rock, Ark., is scheduled to be elected president of Tri-States Theatre Owners of Arkansas, Mississippi and Tennessee tomorrow. He would succeed Charles Eudy,

(*Continued on page 2*)

PERSONAL MENTION

BERNARD G. KRANZE, vice-president of Stanley Warner Cinerama, and LESTER B. ISAAC, director of Cinerama exhibition, will leave New York by plane today for Havana.

•

MAX E. YOUNGSTEIN, United Artists vice-president in charge of advertising-publicity, left here yesterday for Europe.

•

JACK HARRIS, vice-president of Walter Reade Theatres in charge of film buying, has left New York with MRS. HARRIS for Europe.

•

ERIC JOHNSTON, president of Motion Picture Association of America, will return to Washington from New York on Sunday following his arrival here from Europe.

•

SEYMOUR SCHUSSEL, general sales manager of Artists-Producers Associates, and MARTIN FRIEDMAN, special sales representative, will leave here today for Boston.

Cochran Will Head

(*Continued from page* 1)

1956 president, who is scheduled to become chairman of the board.

Officers recommended by the nominating committee were approved this afternoon by the board and will be recommended to the 47th annual convention tomorrow without opposition. Never in the history of the organization has the board's recommendation not be followed.

Vice-presidents recommended are: W. T. Willis, Melton, Tenn., representing Tennessee; Leon Roundtree, Holly Springs, Miss., for that state, and Doyle Branscom, Harrison, for Arkansas.

New directors scheduled to be elected tomorrow are: Mississippi: T. E. Williams, Clarksdale; E. W. Clinton, Monticello; Earl Elkins, Aberdeen; W. P. McGown, West Point; Martin Mounger, Calhoun City; George Davis, Greenville, and T. M. Jourdan, Iuka.

Tennessee: Tom Ballas, Memphis; E. D. Fritts, Union City; Guy B. Amis, Lexington; Bill Brewster, Dickson; Nathan Flexer, Waverly; J. W. Morrison, Wynnberg, and Augustine Cianciolo, Memphis.

Arkansas: Nona White, Little Rock; Orris Collins, Paragould; Ben B. Huffer, Clinton; Mrs. Mildred Bomer, Little Rock; Lloyd Pullen, Little Rock; Mrs. Violet Martin, Hot Springs, and William Lockwell, North Little Rock.

Plans Set for 'Oscar Derby'

(*Continued from page* 1)

it is also called, was held by Robert S. Taplinger, vice-president of Warner Brothers Pictures, who originated the plan in 1949, and George Seaton, Academy president.

It was reported here yesterday that Taplinger initially outlined the MPAA's hopes for the "Oscar Derby" projeet and sought Academy sanction of the plan, which would be launched in January. Taplinger is scheduled to return to New York later this week.

Meanwhile, the sub-committee of the Advertising and Publicity Directors Committee of the MPAA is going ahead with its merchandising and promotional plans. A meeting will be set up shortly, under the chairmanship of Alfred Tamarin of United Artists, to discuss projects which the MPAA board of directors tabled following a meeting here last week. Among the projects deferred for discussion and possible introduction next fall were such plans as a "1,000,000 a Minute" Contest, a television program about the motion picture industry, and a premium stamp plan.

In Hollywood last night, Spyros P. Skouras, president of 20th Century-Fox; Roger H. Lewis, chairman of the Advertising-Publicity Committee and national director of advertising, publicity and exploitation for United Artists; Paul N. Lazarus, vice-president of Columbia Pictures, Taplinger and David Lipton, vice-president of Universal Pictures, met with the AMPP to present the promotional projects and bring the industry members up to date on what the MPAA directors approved in respect to the advertising-publicity committee's recommendations on ways of bolstering the box office. The AMPP was informed of such projects as the "Hollywood Press Conference," the "Oscar Derby," executive field tours, and the industry market survey.

Rogers Salute *Rank Agency*

(*Continued from page* 1)

ing dates to attract greater participation and attendance.

A feature of the meetings will be a standardized, pre-recorded segment of talks by A. Montague, president; Sam Rosen, co-treasurer; S. J. Feldman, national distributor chairman; and M. A. Silver, national exhibitor chairman. Part of this tape recording includes a report by a Will Rogers patient, who points out from his own experience the comparison between Will Rogers Hospital and others in which he had been hospitalized.

Chesler and Hyman

(*Continued from page* 1)

ed subsidiary, Associated Artists Productions, Inc., today said they are forming a new division of PRM to engage in motion picture, television and theatrical enterprises and which will be headed by Ray Stark, who is resigning as vice-president of Famous Artists Corp.

Stark, only last week rumored as leaving Famous Artists for a top M-G-M post, will be vice-president in charge of the West Coast operations for PRM and executive in charge of production for AAP.

In making the announcement, Chesler and Hyman said that the PRM board has recommended making available immediately the sum of $5,000,000 for investment in the entertainment fields.

The pair, who negotiated the recent deal for Warners' backlog, said that Stark will start his duties immediately, with headquarters here. Offices will be also established in Rome and London.

(*Continued from page* 1)

of J. Arthur Rank Organisation, Inc., and their associates.

The British film executive said the domestic agency would be tentatively called J. Arthur Rank Film Distributors and that it is expected to be in operation here by January with a program of 10 to 12 films ready for release, among them being such product as "Reach for the Sky" and "The Battle of the Plate."

Norris, who will return to London today, said that no office or personnel has been selected thus far. A representative of the Rank Organisation will be appointed shortly to head the U.S. office, he said.

The Rank overseas managing director pointed out that the distribution agency which will be set up "will be separate and apart" from the company headed by Benjamin. He said that the "need and future" of the Benjamin headed company "is yet to be discussed" and indicated that talks concerning this would take place in London upon his return there.

Fox Sets Promotion

(*Continued from page* 1)

vertising, publicity and exploitation.

The 20th-Fox campaign will reach into 22 national magazines, television and radio and other principal mass media, Einfeld declared. The CinemaScope version of "Oklahoma!" will be in release during late November.

Television and radio stations across the country will be carrying announcements calling attention to playdates of the Magna Production. The first engagement will be at the Mayfair Theatre here on Nov. 2.

'Bury Hatche

(*Continued from page* 1)

duction of Bernard Shaw's "St. Jo

Preminger, at the same time, nounced that Jean Seberg of Marsh town, Ia., has been selected for role. United Artists will distribut

Speaking at a press conference, veteran film maker acknowledged aid which t tres gave and UA in search for a Joan." The men along other produ and distribu have a keen terest in the ture of our dustry and the deve ment of a star," he "I wish to t theatres for their assistance and w like to let them know that the sc test of Miss Seberg will be availabl them shortly," he said.

Otto Preminger

Preminger also announced he plans to launch "a chain of dram workshops across the nation to dev new actors, directors, etc. It is late for the motion picture industr develop its own stars," he said, ad that many of the difficulties in cas film productions today are due agents for performers "who have tract restrictions and specification billings. The agents charge the ducers what the traffic will bear the services of their clients."

Preminger said UA plans to "St. Joan" in France next May 13 in New York during the last wee June, 1957.

NEW YORK THEATR

RADIO CITY MUSIC HALL
Rockefeller Center
"TEA AND SYMPATHY"
starring
DEBORAH KERR • JOHN KERR
In CinemaScope and Metrocolor
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATIO

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MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. S Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. We Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams nup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, days and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." M Quigley, President; Martin Quigley, Jr., Vice-President; Tico. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture H Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a pa Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York N. Y. under the a March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

PEOPLE

-on Levy, assistant manager at oxy Theatre here for 20 years, esigned his post to join the Na- Broadcasting Co.

□

tune Gallo, opera impresario, is llywood to discuss a motion pic- based upon his career as head San Carlo Opera Co.

□

R. Rinisland, senior tax account- the New York office of Altec anies, Inc., has been transferred e West Coast manufacturing of Altec Lansing Corp., Bev- Hills, Cal.

□

bert S. Taplinger, Warner Broth- ice-president in charge of ad- ing and publicity, was host yes- at a press luncheon in Holly-

□

omas E. Dunn, Jr., Universal es salesman in New Orleans 1945, has taken over his duties anch manager in St. Louis, re- g Harry Hynes, who is retiring.

ai B'rith Luncheon ed for Tuesday

v York's Cinema Lodge of B'nai will hold its first luncheon mem- p meeting of the fall season at Shor's next Tuesday, Oct. 30, announced yesterday by Robert apiro, president.

luncheon will mark the climax ema's principal fund-raising ac- of the year, the sale of $25 con- ion share certificates on behalf of B'rith agencies with one of the asers being awarded a Cadillac the sale short of its goal of 500 ear, president Shapiro has ap- for a last minute campaign to he remaining certificates, the 's executive committee having d late last week against any nement.

S-W Hearing

SHINGTON, Oct. 22. — The al District Court in New York will hold a hearing Nov. 15 on y Warner's request to purchase atre in Providence, R. I. The ny proposes to purchase the tic Theatre, a first-run house in town Providence, from the Com- Circuit.

rection

he head of a news story in Fri- edition of MOTION PICTURE , Eugene Picker and John F. y were incorrectly identified as embers of the board of directors ew's, Inc. They were actually l to the board of Loew's Thea- s the story itself stated.

Station Head Hits Film Ads

Special to THE DAILY

SAN FRANCISCO, Oct. 22. — Producer David O. Selznick's experiment to determine whether films shown on television can be profitably exhibited in theatres has aroused a bitter protest from television management.

Selznick's "Intermezzo" and "Bill of Divorcement" opened at the Rio Theatre here recently after a week's advertising campaigning comparable in cost to a first run feature in a big theatre. The Rio is a neighborhood art theatre. Five weeks ago "Intermezzo" was televised here by KPIX as one of 11 old Selznick films licensed by the station. "Bill of Divorcement" is another film in the package deal yet to be scheduled by the station.

Key Phrases Quoted

Display advertisements for "Intermezzo" contained such key phrases as: "Yes, it was shown on tv, but incomplete"; "Great pictures for discriminating audiences belong in motion picture theatres"; "Now see it—Full version—Large screen," and, in bold capital letters, "No commercials."

After registering a protest with the Selznick organization in Hollywood, Philip G. Lasky, general manager of KPIX, a CBS outlet here, issued a statement, saying: "We can see nothing wrong with the concept of a theatre running pictures that television built up through its tremendous influence and impact on the public. It probably is a clever stunt on the part of the theatre owner. We deplore the foul ball method of promoting the stunt by deprecating television.

"I am sure that television would be roundly criticized if it stooped to advertising its motion picture programs by stating that the full enjoyment of pictures is best in the living room, without discomfort, expense or the nuisance of having to arrange for baby sitters, driving and parking cars, tolerating popcorn addicts, noisy children or uncomfortable theatres."

Set First Engagements Of 'Friendly Persuasion'

First engagements for William Wyler's "Friendly Persuasion" have been announced by Morey R. Goldstein, vice-president and general sales manager of Allied Artists, which is distributing the film. It will begin an extended-run engagement tomorrow at the United Artists, Chicago, and will debut Oct. 30 at the Fox Wilshire, Beverly Hills; Nov. 1 at Radio City Music Hall; and Nov. 2 at the United Artists, San Francisco.

Indefinite-run engagements of the film commencing Nov. 8 include the Paramount and Fenway, Boston; the Keith, Cincinnati; the Ontario, Washington, D. C.; the Center, Denver; the Music Box, Seattle; the Hippodrome, Baltimore; the Stanley, Philadelphia, and the Fox, Oakland, California.

Eisenhower Would Ask Further Tax Relief

From THE DAILY Bureau

WASHINGTON, Oct. 22.—President Eisenhower has indicated that if reelected he will ask the new Congress to vote tax relief to small businessmen.

He said he is "moving ahead" with legislative proposals to cut from 30 per cent to 20 per cent the present Federal income tax on the first $25,000 of corporate earnings and to give other relief to small companies. These proposals, he declared, would include:

Extension of the life of the Small Business Administration beyond its present June 30 deadline;

Permission for small firms to write off quickly for tax purposes amounts spent to buy used equipment;

Permission for small firms with a small number of stockholders to choose to be taxed as partnerships;

May Ease Securities Rule

An increase from $300,000 to, $500,000 the amount of securities a firm can issue without registration with the Securities and Exchange Commission.

Most of these steps were recommended recently by a special cabinet committee on small business.

The President's promise to seek tax relief for small firms makes this a virtual certainty in the near future. The Democrats have pledged similar action.

Disney 'Johnny Tremain' Goes to Theatres First

HOLLYWOOD, Oct. 22. — Walt Disney will release his production of "Johnny Tremain" to theatres first instead of introducing it on television as originally planned, it was learned here. The film represents an investment of $700,000.

The picture deals with events leading up to the American Revolution. It had been scheduled to be presented in two segments, each of one hour, in February on the "Disneyland" tv show.

One Disney film, "Davy Crockett, King of the Wild Frontier," was a success in theatres when it was reedited from television for theatrical exhibition. However, this was not true of a sequel, "Davy Crockett and the River Pirates," when Disney followed the same distribution policy with it.

Membership of ATONJ Will Meet Here Today

The membership of Allied Theatre Owners of New Jersey will hold a regular luncheon meeting here today to discuss industry trade practices and how they affect theatres in this area.

The ATONJ will also instruct its delegates to the annual convention of Allied States Association which will be held Nov. 26-29, in Dallas.

Set Oklahoma Test of TV Cable System

Special to THE DAILY

PHILADELPHIA, Oct. 22.—The Jerrold "home theatre," a cable distribution system to place first-run motion pictures, originating in the booths of local motion picture theatres, on television screens in the homes of subscribers throughout the city, is planned for its first installation in Bartlesville, Oklahoma, Milton J. Shapp, president of Jerrold Electronics Corp., here, has announced.

The "home theatre," which was engineered and developed by Shapp's company, a leader in the field of television distribution systems, will be installed by Jerrold for Vumore, Inc., a subsidiary of Video Independent Theatres, Inc., a circuit operating more than 150 theatres throughout the Southwest, including Bartlesville.

Claims First-Run Pact

Shapp announced that one major Hollywood producer already has agreed to make available its first run films for exhibtion over the Bartlesville "home theatre" sytem. He added that negotiations with other producers are well advanced toward assuring an adequate supply of top-rated films for year-round operation.

Shapp pointed out that the Bartlesville "home theatre" is planned to carry only current films. Subscribers pay a monthly charge for a "package" of the best current product, which will also be shown in the local indoor theatre. He said construction will be started by early spring.

No FCC Permit Needed

Shapp also pointed out that the "home theatre" film will be seen on the television channel not used by commercial broadcasting in the area. Since the signals for the "home theatre" will feed directly into the cable and, therefore, never pass through the airwaves, no permission to operate is needed from the Federal Communications Commission. The "home theatre" basically takes the film originating in the theatre booth and distributes it by cable throughout the city. This wired system is then tapped, and a thin cable or wire lead is taken directly to the regular television receiver in the subscriber's home.

MPEA Discusses Three License Areas Today

The division of licenses in Burma, Pakistan and Formosa will highlight today's meeting of the board of directors of the Motion Picture Export Association, according to an MPEA official.

Other matters on the agenda of the meeting include the division of extra licenses in Belgium, and a labor situation in Brazil.

..HAL WALLIS' "HOLLYWOOD OR

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TEL

proper symbol.

The filing time shown in the date line on

WU012 PD WUX NEW YORK NY OCT

GEORGE WELTNER, PARAMOUNT F

1501 BROADWAY NYK

HAVE SEEN ALL MARTIN AND LE

"HOLLYWOOD OR BUST" RANKS W

PARAMOUNTS CHOICE OF THIS

SHOULD ADD PLENTY TO THE

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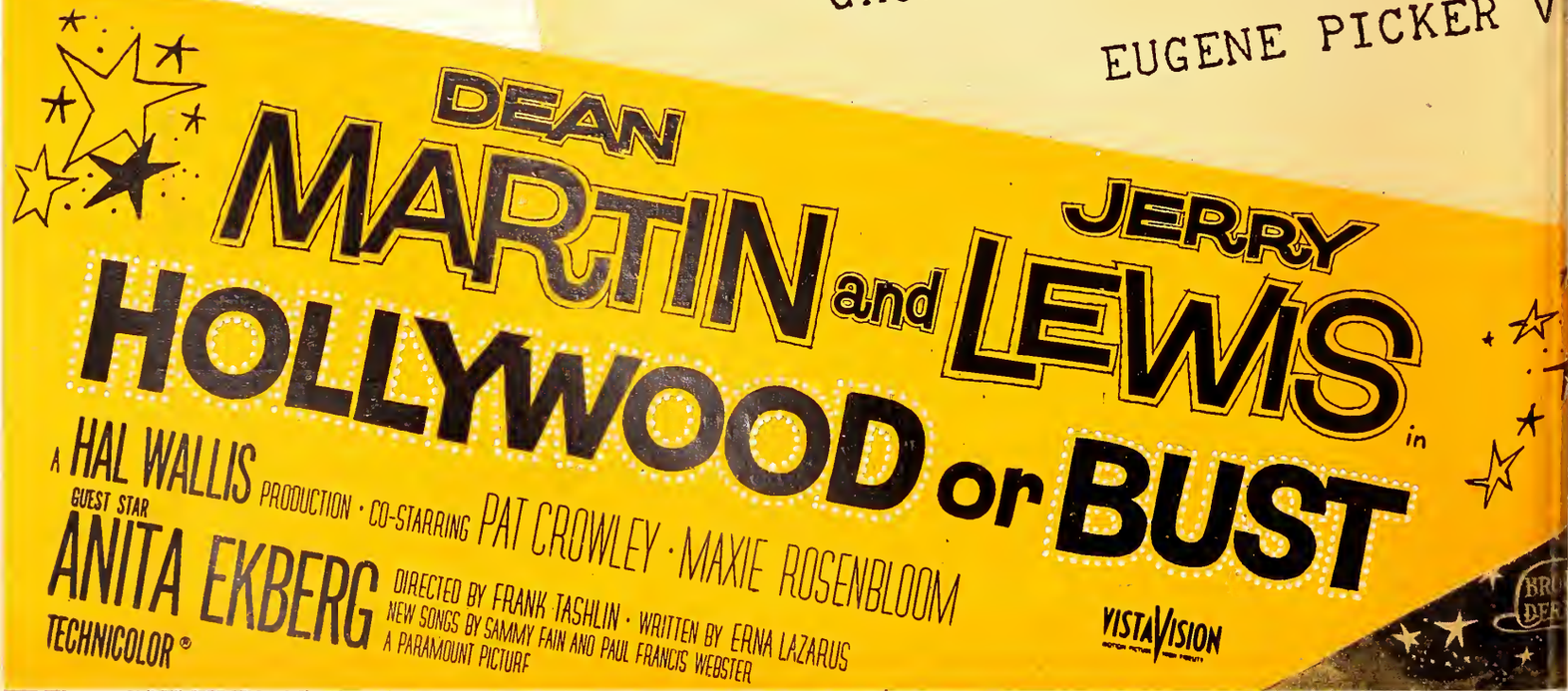
EUGENE PICKER V



THIS IS IT-FOR CHRISTMAS AND NE

1201 LT=International Letter Telegram

Time of receipt is STANDARD TIME at point of destination

" IS A REAL RECORD BUSTER!..

S 437PME

TRIBUTING CORP

TURES. IN MY OPINION

BEST. CONGRATULATIONS.

E FOR CHRISTMAS AND NEW YEARS

S GAIETY AND TO THE HOLIDAY

SIDENT LOEW THEATRES.

AR'S DATES FROM PARAMOUNT

MOTION PICTURE DAILY'S BOOKING CHART

	ALLIED ARTISTS	COLUMBIA	M-G-M	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L	WARNERS
SEPTEMBER	**STRANGE INTRUDER** Ida Lupino, Edmund Purdom—81 min. (Rev. 9/6/56) **CHASING DANGER** Huntz Hall, Stanley Clements—61 min. **CALLING HOMICIDE** Bill Elliott, Kathleen Case — 61 min. (Rev. 10/15/56)	**1984** Edmond O'Brien, Jan Sterling—91 min. (Rev. 7/19/56) **MIAMI EXPOSE** Dennis O'Keefe, Patricia Medina — 73 min. (Rev. 7/31/56) **STORM CENTER** Bette Davis, Kim Hunter — 85 min. (Rev. 8/1/56)	**LUST FOR LIFE** (CS, color) Kirk Douglas, Anthony Quinn — 122 min. (Rev. 9/6/56) **TEA AND SYMPATHY** (CS, color) Deborah Kerr, John Kerr (Rev. 9/25/56)	**THE VAGABOND KING** (VV, color) Oreste, Kathryn Grayson — 85 min. (Rev. 8/31/56)		**BACK FROM ETERNITY** Anita Ekberg, Robert Ryan — 97 min. (Rev. 8/29/56) **BEYOND A REASONABLE DOUBT** Dana Andrews, Joan Fontaine — 92 min. (Rev. 9/13/56)	**THE BEST THINGS IN LIFE ARE FREE** (CS, color) Sheree North, Dan Dailey—(Rev. 9/24/56) **THE LAST WAGON** (CS, color) Richard Widmark, Felicia Farr (Rev. 8/28/56)	**AMBASSADOR'S DAUGHTER** (CS, color) Olivia de Havilland, John Forsythe —102 min. (Rev. 7/26/56) **BANDIDO** (CS, color) Robert Mitchum, Ursula Thiess — 92 min. (Rev. 8/14/56) **GUN BROTHERS** Buster Crabbe, Neville Brand—79 min. (Rev. 9/7/56)	**EDGE OF HELL** Hugo Haas, Francesca de Scaffa — 76 min. (Rev. 7/23/56) **I'VE LIVED BEFORE** Leigh Snowden, Jock Mahoney—82 min. (Rev. 7/23/56) **RAW EDGE** (color) Rory Calhoun, Yvonne de Carlo — 76 min. (Rev. 7/24/56) **WALK THE PROUD LAND** (CS, color) Audie Murphy, Pat Crowley — 88 min. (Rev. 7/10/56)	**THE BURNING HILLS** (CS, color) Natalie Wood, Tab Hunter — 94 min. (Rev. 7/27/56) **THE BAD SEED** Nancy Kelly, Pattie McCormack — 127 min. (Rev. 7/25/56) **A CRY IN THE NIGHT** Edward O'Brien, Brian Donlevy — 75 min. (Rev. 8/15/56)
OCTOBER	**YAQUI DRUMS** Rod Cameron, Mary Castle—71 min. **CRUEL TOWER** John Ericson, Mari Blanchard—80 min.	**THE SOLID GOLD CADILLAC** Judy Holliday, Paul Douglas—99 Min. (Rev. 8/15/56) **PORT AFRIQUE** (color) Pier Angeli, Phil Carey—92 min. (Rev. 9/7/56) **CHA-CHA-CHA-BOOM!** Perez Prado and his Orch., Mary Kaye Trio—72 min. **SPIN A DARK WEB** Faith Domergue, Lee Patterson, 76 min. (Rev. 9/27/56)	**THE POWER AND THE PRIZE** Robert Taylor, Elizabeth Mueller — 98 min. (Rev. 9/12/56) **THE OPPOSITE SEX** (CS, color) June Allyson, Dolores Gray — 116 min. (Rev. 9/17/56) **BOOM TOWN** (reissue) Clark Gable, Hedy Lamarr — 120 min. (Rev. 8/2/40)	**THE SEARCH FOR BRIDEY MURPHY** (VV) Louis Hayward, Teresa Wright — 84 min. (Rev. 10/5/56)	**DANIEL BOONE, TRAIL BLAZER** (color) Bruce Bennett, Lon Chaney — 76 min. **SCANDAL INC.** Robert Hutton, Paul Richards—79 min. **THE MAN IS ARMED** Dane Clark, May Wynn—70 min. **ABOVE US THE WAVES**, John Mills, John Gregson — 92 min.	**TENSION AT TABLE ROCK** (color) Richard Egan, Dorothy Malone (Rev. 10/8/56) **FINGER OF GUILT** Richard Basehart, Mary Murphy — 84 min. **DEATH OF A SCOUNDREL** George Sanders, Yvonne De Carlo—119 min. **THE BRAVE ONE** (CS, color) Michel Ray, Fermin Rivera—100 min. (Rev. 9/19/56)	**BETWEEN HEAVEN AND HELL** (CS, color) Robert Wagner, Terry Moore — 94 min. (Rev. 10/11/56) **TEENAGE REBEL** (CS) Ginger Rogers, Michael Rennie — 94 min. **STAGECOACH TO FURY** (Regalscope) Forrest Tucker, Mari Blanchard — 76 min. (Rev. 10/15/56) **REBECCA** (reissue) Joan Fontaine, Sir Laurence Olivier—130 min. **THE THIRD MAN** (reissue) Orsen Welles, Joseph Cotten—101 min.	**THE BOSS** John Payne, William Bishop — 89 min. (Rev. 8/21/56) **FLIGHT TO HONG KONG** Rory Calhoun, Barbara Rush — 88 min. (Rev. 10/1/56) **MAN FROM DEL RIO** Anthony Quinn, Katy Jurado — 82 min. (Rev. 10/8/56) **ATTACK** Jack Palance, Eddie Albert—107 min. (Rev. 9/7/56)	**PILLARS OF THE SKY** (CS, color) Jeff Chandler, Dorothy Malone — 95 min. (Rev. 8/9/56) **SHOWDOWN AT ABILENE** (color) Jock Mahoney, Martha Hyer — 80 min. (Rev. 8/16/56)	**TOWARD THE UNKNOWN** (color) William Holden, Lloyd Nolan — 155 min. (Rev. 9/26/56)
NOVEMBER	**HIGH TERRACE** Dale Robertson, Lois Maxwell—77 min. **BLONDE SINGER** Diane Dors, Yvonne Mitchell—74 min. **FRIENDLY PERSUASION** (color) Gary Cooper, Dorothy McGuire — 139 min. (Rev. 9/26/56)	**YOU CAN'T RUN AWAY FROM IT** (CS, color) Jack Lemmon, June Allyson—95 min. (Rev. 10/4/56) **ODONGO** (CS, color) Rhonda Fleming, MacDonald Carey — 85 min. (Rev. 10/8/56) **REPRISAL** (color) Guy Madison, Felicia Farr—74 min. (Rev. 10/8/56) **THE WHITE SQUAW** David Brian, May Wynn—73 min. (Rev. 10/8/56) **SUICIDE MISSION** Leif Larsen—70 min.	**THE RACK** Paul Newman, Wendell Corey — 100 min. (Rev. 4/16/56) **JULIE** Doris Day, Louis Jourdan — 97 min. (Rev. 10/2/56) **TALE OF TWO CITIES** (reissue) Ronald Colman, Basil Rathbone — 128 min. **MARIE ANTOINETTE** — (reissue) Norma Shearer, Tyrone Power — 149 min.	**THE MOUNTAIN** (VV, color) Spencer Tracy, Robert Wagner—105 min. (Rev. 9/28/56)		**PUBLIC PIGEON NO. 1** (color) Red Skelton, Vivian Blaine **THE SILKEN AFFAIR** David Niven, Genevieve Page — 96 min.	**LOVE ME TENDER** (CS) Elvis Presley, Richard Egan **ANASTASIA** (CS, color) Ingrid Bergman, Yul Brynner **THE OUTLAWS ARE IN TOWN** (Regalscope) Robert Arthur, Rex Reason		**THE UNGUARDED MOMENT** (color) Esther Williams, George Nader — 95 min. (Rev. 8/21/56) **THE SLEEPING CITY** (reissue) Richard Conte, Colleen Gray — 85 min. (Rev. 9/6/46) **THE KILLERS** (reissue) Burt Lancaster, Ava Gardner — 100 min. (Rev. 9/8/46)	**GIANT** (color) Elizabeth Taylor, Rock Hudson — 201 min. (Rev. 10/10/56) **THE GIRL HE LEFT BEHIND** Tab Hunter, Natalie Wood

Key: SYSTEM: CS—CinemaScope; VV—VistaVision; SA—SuperScope (anamorphic print). SOUND: Ss—Four track magnetic stereophonic sound; Ss (2)—Separate stereophonic sound print;

W:
ts of Life

lista

e preceding features of his fe Adventure" series, Walt found that the insects and all bits of life were stealing from the larger animals that rred in the productions. In est feature, he caters to that interest, chiefly by expand- sequences and incidents on in the earlier pictures.

Technicolor, microphotogra- time-lapse camera he pur- bee and the ant through cieties in minute inspection, nder shallow seas examining marine life and their stranger and painstakingly records wth and reproduction tech- f plants by means of accelera- e-sequence photography.

roduction as a whole is very ne. The musical score is d appropriate to the episodes. cation, by Winston Hibler and by James Algar, who also di- is capable. The concluding a recent volcano and its flow- rs of lava are especially im-

elf, this would be an outstand- ction. But other current films the little known aspects of the nd animal worlds are equally d some of the subject matter ets of Life" will be familiar to ence.

time, 75 minutes. General tion. Release date, Nov. 15.
G.D.

ville Papers Ban ue' Advertising

SVILLE, Oct. 22. — "The Journal" and "Louisville have decided to ban "mis- and untrue" motion picture ng, according to J. Garrett advertising director of both ers. This includes "all inde- lgar, suggestive or generally " advertising copy, he said. ere is any doubt in your mind e acceptability of any copy ype," he wrote in a letter to rs here, "we strongly suggest submit the advertising copy efore booking the picture for eatre."

an said he knew that "in most s the advertising is prepared York or selected from a 'press rnished by the producer. But still remains that the type of entioned above is unaccept- publication in these papers."

FILMACK ANNOUNCES
A NEW
ASERETTE
AILER
3 frames with photos, copy and off-stage voice
Used by many large circuits
$175 each
IMMEDIATE SERVICE!
NO CONTRACTS NO RETURNS
1321 S. WABASH CHICAGO 5, ILL.

Pinanski Urges 'Neighborhood' Showings

(*Continued from page* 1)

daily being demonstrated to be an obsolete method of merchandising and distribution. Actually, he is convinced, it constitutes an attempt to force the public to see the most desirable films at the greatest inconvenience and cost in incidentals to the patrons.

Seeks 'Growth Areas'

He proposes that appropriate theatres in proven "growth areas" of metropolitan neighborhoods and suburbs be permitted to play important films at the same time and for the same price as the downtown house.

Pinanski, whose circuit operates downtown theatres in Boston as well as neighborhood and outlying theatres, contends that this change of policy would put the motion picture industry "in tune" with other industries that already have adapted themselves to the new times by establishing branch stores in new, commodious shopping centers, with available parking space and other customer conveniences.

Points to 'Shopping Centers'

It would, he contends, simply place the industry in the position of using not only the experiences of other industries but also valuable data gathered by research organizations and qualified survey groups. He cited, in particular, a study of the Boston area recently made by the "Boston Herald-Traveler" in conjunction with Boston University's School of Business Administration, and showed how radically the method of distribution has changed in the metropolitan area there in recent years. It disclosed that while the long-established large downtown merchants are still doing a good job of attracting buyers to their stores, the new system of shopping centers and branch operations in the "growth areas" are filling today's demand for distribution that is convenient and economical for the patron.

Pinanski is convinced the motion picture industry must duplicate this service, at the same time providing the patron with the film he wants to see, when he wants to see them, as well as where he wants to see them.

"As an industry, we have done and are doing much to meet and help solve our problems," Pinanski said, "but tax relief, promotion campaigns and other very valuable and worthwhile accomplishments are not the whole answer. We can do much that needs to be done and still be playing 'ostrich' about vital merchandising requirements. We may, in fact, be doing just the opposite of what other industries are doing to keep up with the times."

Sees 'Downtown' Inadequate

"We must give proper thought and study to today's methods of doing business," Pinanski continued. "I am not an advocate of day-and-date policy for everything, but I do believe the more important productions should be more accessible to the patron than the traditional downtown first run engagement permits.

"Television plays day-and-date to a 30,000,000 audience for popular programs. The national highway network of motels is another instance of the modern public's convenience being served in new ways. We are just bucking the tide if we ignore what other industries are doing. The aim of our distribution should be to play to the greatest number of people in the shortest time.

"A lot of theatres would move up and, as a result, that would eliminate some 'fringe' theatres that are on the way out anyhow. A 'fringe' theatre can be downtown and, if it is just getting by, its outlook is hopeless. Another, if near a shopping center with parking facilities in a 'growth area' can become a healthy operation if it has product that its potential patronage can see conveniently."

Pinanski pointed out that the downtown theatre will continue to get the transient, evening-out and other downtown trade and, at the same time, will be relieved of much of the burdensome responsibility of providing the heavy percentages of film rentals it traditionally has. Increased patronage in the "growth area" theatres, at downtown admission prices, will more than justify the change, he believes.

Disagrees with N.T. Officials

Pinanski said he does not agree with the views expressed by National Theatres' executives on the Coast last week that another 5,000 to 6,000 theatres must close, with plush new theatres and drive-ins replacing many of them.

"It's not a question of a theatre having to be 'plush,'" he said. "Rather, its existence depends on whether it's in a 'growth area' and has access to strong product when the patrons want to see it."

Indiana Allied Meet

(*Continued from page* 1)

industry members will be invited to other sessions.

Local exploitation, theatre insurance problems, and toll television will be on the agenda at the general business session tomorrow afternoon. Ruben Shor, president of national Allied; Roy Kalver, ATOI president; Al Sindlinger, industry statistician; Milton J. Shapp of Jerrold Electronics; and Trueman Rembusch, state and national allied leader, will speak. Directors for 1956-57 also will be elected tomorrow.

Abram F. Myers, general counsel of national Allied, will be heard at Wednesday afternoon's open meeting. Hugh McLachlan, chairman of the ATOI equipment committee, will lead a panel discussion of equipment trends, and Spiro Papas, vice-president of the Alliance circuit, will talk on theatre concessions.

THE BIG ONES...
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THE BIG ONE IN MOVIE SELLING
LIFE's weekly audience is 26,450,000
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THEY'RE STILL USING SAFETY PINS!

Nobody has replaced the safety pin for holding up baby's diaper...and for forty years, the Prize Baby has serviced exhibition with safety pins — coming attraction trailers that have held up box office receipts by bringing in more than one third of the paid audience.

Average daily cost less than one admission ticket!

WOMAN'S HOME COMPANION
Survey showed 31 per cent went to the movies because of TRAILERS!

SINDLINGER
Survey showed 34.2 per cent went to the movies because of TRAILERS!

NATIONAL THEATRES CIRCUIT IN 21 STATES
Survey showed 43 per cent went to the movies because of TRAILERS!

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

Trailers — Showmen's Socko Salesmen!

All the News That News

MOTION PICTURE DAILY

Concise and to the Point

0, NO. 80 NEW YORK, U. S. A., WEDNESDAY, OCTOBER 24, 1956 TEN CENTS

eview Program

ıdio Heads l Meetings MPA Plan

Conferences Today Ad-Pub Directors

n picture studio production ve set up a series of meetings week and next in Hollywood v the six-point program pre- o the industry by the Motion Association of America for the of revitalizing the box office, disclosed yesterday by an fficial.

heads will meet with their ng and publicity department at 2:30 this afternoon to ex- ıe projects suggested by the The major proposals set forth dvertising and publicity direc- mittee of the MPAA call for l market survey of the in-

ommittee recommended a fur- gram involving a Hollywood ur for key U.S. newspaper (*Continued on page 2*)

ı Picture Pioneers embership Drive

nauguration of a membership r the Class of '56 to aid in o R. J. "Bob" O'Donnell, se- ioneer of the Year," has been ed by Jack Cohn, president lotion Picture Pioneers, whose nual dinner will take place Nov. 30, at the Waldorf-As- tel here.

le for membership in the na- ganization is anyone who has gaged for 25 or more years in oduction, distribution, exhibi- affiliated motion picture or- ns. Successful applicants are after a nominal initiation re are no dues or assessments.

Exhibitors Favor Pinanski Plan for Downtown, Suburban Day-Date Runs

Large and small circuit and independent exhibitors here were "wholly in vor" of the suggestion of Sam Pinanski, president of American Theatres Corp., Boston, in urging the utilization of outlying theatres in "growth areas" for opening pictures at the same time and for the same price as downtown houses.

Pinanski, in an interview published in MOTION PICTURE DAILY yesterday, suggested that the distributors book pictures into theatres where patrons could see them with the least inconvenience.

A number of prominent small circuit operators said that Pinanski's suggestion "should be acted upon immediately, despite obstacles such as clearance problems, etc., which would arise." In many instances, they said that the present clearance difficulties in a number of areas in this territory would be eliminated.

"The film companies do not seem to realize that in the past few years (*Continued on page 8*)

Republic, Fox Call Off Deal

From THE DAILY Bureau

HOLLYWOOD, Oct. 23—Unable to reach a final understanding on terms, Republic Pictures and 20th Century-Fox have called off a deal under which the latter was to distribute the former's product in Great Britain, it was admitted today at the studio.

William Saal, executive assistant to Republic president Herbert J. Yates, said that the 20th-Fox deal was dropped by mutual consent and that talks now are under way with several other companies.

Negotiations in progress include not only the Great Britain territory but other parts of the world, according to Saal.

'Home Theatre' Plan Told Indiana Allied

Special to THE DAILY

INDIANAPOLIS, Oct. 23—Details of the cable theatre plan to be instituted at Bartlesville, Okla., were given members of the Allied Theatre Owners of Indiana at the opening session of their annual convention in the Marott Hotel here today by Milton (*Continued on page 2*)

Tri-States Exhibitors Sign for 'Family' Films

Special to THE DAILY

MEMPHIS, Oct. 23. — Tri-States Theatre Owners of Mississippi, Arkansas and Tennessee closed their two-day convention here today by signing pledges to show the new supply of "bread and butter" family-type pic- (*Continued on page 2*)

Johnston to Aid MPEA On Iron Curtain Sales

A report on the feasibility of selling American product to Iron Curtain countries will be presented to the board of directors of the Motion Picture Export Association on Oct. 31 by president Eric Johnston, who will return to the U.S. this weekend from Europe, it was announced following an MPEA meeting here yesterday.

The directors divided up import licenses for the Burma and Pakistan markets at the meeting.

In Burma, the 237.9 licenses were (*Continued on page 8*)

Martin Cites Appeal Of Films in Theatres

By GUS DALLAS

"Television will never eliminate motion picture theatres—as some of our executives fear—because people will always pay for the privilege of seeing the very latest pictures in first-run theatres," Charles Martin, producer- (*Continued on page 2*)

New Proposal

ATONJ M Larger Publi Relations Plan

Would Extend Functions of State Legislative Unit

By LESTER DINOFF

Allied Theatre Owners of New Jersey has taken under consideration a proposal to extend the functions of the New Jersey Federation, representing all state exhibitors in legislative affairs, into the field of public relations, it was disclosed here yesterday by ATONJ president Sidney Stern.

Sidney Stern

Stern, following a membership meeting of the regional unit of Allied States Association at Sardi's Restaurant here yesterday, said the New Jersey theatremen also discussed:

The forthcoming national Allied annual convention in Dallas and appointed Wilbur Snaper and Irving Dollinger (*Continued on page 2*)

Will Support Arbitration With Film Rentals: ATONJ

Allied Theatre Owners of New Jersey went on record yesterday to support any industry arbitration plan which includes film rentals, according to president Sidney Stern.

The action was taken by the regional unit of Allied States Association at a meeting here yesterday, Stern said. He said that his group's membership feel that any arbitration plan "without film rentals is for the birds."

ERTISED IN THE CEMBER SUE OF

Redbook

THE MAGAZINE FOR YOUNG ADULTS

• More than 6,600,000 Primary Readers

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PERSONAL MENTION

KENNETH CLARK, vice-president of the Motion Picture Association of America, will arrive in New York today from Washington.

ROBERT S. TAPLINGER, Warner Brothers vice-president in charge of advertising and public relations, will return to New York today from the Coast.

MORI KRUSHEN, United Artists exploitation manager, and MRS. KRUSHEN returned to New York from Europe yesterday aboard the "Queen Elizabeth."

LAWRENCE H. LIPSKIN, public relations assistant to LACY KASTNER, president of Columbia International, has returned to New York from England and the Continent.

WILLIAM COMERFORD, of Comerford Theatres, Scranton, Pa., has been appointed to the faculty of the Unicersity of Scranton Evening School as an instructor in finance.

NOEL COWARD left here yesterday for Bermuda via B.O.A.C.

KEEFE BRASSELLE will leave here today for London via B.O.A.C.

Bartlett and Borgnine Form Production Firm

HOLLYWOOD, Oct. 23—Producer Hall Bartlett and Ernest Borgnine have formed BB&W Productions and have purchased the Stephen Longstreet novel "The Promoters" as their first picture. The third member of the firm is Sam Weiller, vice-president of Hall Bartlett Productions, who will be associate producer.

"The Promoters" will be published by Simon & Schuster in the spring, and will be filmed in Technicolor mostly on location in Texas.

Dudley Net, $219,737

HOLLYWOOD, Oct. 23 — Net earnings of $219,737.90, equivalent to $2.25 per share, for the first eight months of 1956 were announced today by Carl Dudley, president of Dudley Pictures Corp. and subsidiary companies.

S-W Dividend Set

The board of directors of Stanley Warner Corp. has declared a dividend of 25c per share on the eommon stock, payable Nov. 23, 1956, to stockholders of record Nov. 5, 1956.

ATONJ Eyes Relations Field

(*Continued from page* 1)

as delegates, with Stern as the alternate.

Rumors eoncerning a consolidation of national exhibitor assoeiations and found "there was no basis to these reports";

The availability to exhibitors of "Oklahoma!" in CinemaSeope;

The Small Business Administration ruling in regard to theatres seeking loans;

The utilization of screen advertising for the forthcoming Thanksgiving and Christmas-New Year holiday seasons;

The annual convention of ATONJ and the appointment of a eommittee—Richard Turtletaub and Howard Herman—to investigate the feasibility of holding the meeting next spring or autumn.

Stern, a veteran in exhibition and the amusement field, said there were "some important discussions on a national industry issue, the nature of which I cannot reveal." He said that there was some talk also on local filn problems.

Commenting on the New Jersey Federation, Stern said this organization embraces all exhibition throughout the state—ATONJ members, Theatre Owners of America members, and independent and unaffiliated exhibitors. The head of the theatre group explained that a proposal has been presented which asks that the Federation's scope be enlarged so it could go into the field of publie relations on behalf of exhibition.

Stern said that ATONJ took the proposal under consideration and that the unit would act on it shortly. He said the Federation has been used as an effective representative of exhibition in the New Jersey State Legislature and that it is contemplated that the Federation "could do an excellent job on behalf of theatres and exhibition's dealings with the newspapers and the public at large."

Home Theatre

(*Continued from page* 1)

J. Shapp, president of Jerrold Electronies.

The plan is to present two pictures a week, twice a night, with some matinees and midnight shows. Some will be shown day and date in homes and theatres, some first in one and then in the other, to determine the best revenue results, he said.

An anticipated flat charge of $6 to $8 monthly for the home serviee will be made, Shapp said.

A panel diseussion on exploitation also engaged the interest of Hoosier exhibitors. Members called on by president Roy Kalver to discuss particular suecesses in this field were Roy Howard, Gary, kid shows; Ted Graulieh, Evansville, trading stamps; Vic Sicilia, Muncie, student admission deals; Dick Pell, Rushville, contests, and A. J. Kalberer, Washington, merchant tieups.

Ruben Shor, president of national Allied, who did not arrive for the program, was reported ill in Philadelphia.

Results of the election of directors for 1957 will be announced tomorrow.

Martin Cites Appeal

(*Continued from page* 1)

director-writer, said at a press interview here yesterday.

"That is why they pay first-run prices to see a pieture when they know that by waiting three or four weeks they can see it in a neighborhood house for half the original admission. They want the satisfaction of being the first to see the newest, whieh can never take the place of seeing a tenth-run feature on tv," Martin said.

But tv is a threat in other ways, he added. Motion pieture audiences have been strongly conditioned by absorbing more drama from tv than they've seen in their lives. Consequently they have become more grown-up and critical. This puts a greater demand for quality in feature films, he explained.

Magnetic Tape Is Used During NBC-TV Show

Television Today..

NBC, on the "Jonathan Winters Show" at 7:30 last night, presented a 2½-minute segment utilizing, for the first time, video magnetie tape. With the picture and sound on a single strip of plastic, the presentation featured Dorothy Collins singing, accompanied by four men.

Despite a degree of flieker and graininess, the presentation nevertheless was indicative of the enormous possibilities inherent in the utilization of tape, the use of which still is in an experimental state.

C.S.A.

Court Action over Word 'Cinemascope' Settled

LOS ANGELES, Oet. 23—Twentieth Century-Fox today settled for an undisclosed sum the Federal Court suit brought against it and others over use of name "Cinemascope" by Louis Loew, publisher of "The Los Angeles Theatre Amusement Guide," who said he originated the name in July, 1949, for use in connection with kinescope recordings.

Studio Heac

(*Continued from page* 1)

representatives, executive field trij visit editors and publishers, re advertising billings, an "Osear" d and an increase in advertising paigns.

On Friday, the heads of the st will meet in a closed group to eval the MPAA proposals and to decid further action, the MPAA spokes reported.

Next Monday, a full dress me will be held in Hollywood by the duetion heads and publicity direc The Academy of Motion Picture & Sciences, whieh must approve sponsor the suggested "Osear" d will be invited to the meeting. H wood guilds and other parties would be involved in the pro have also been invited to this co ence, the official said.

Tri-States Exhibitors

(*Continued from page* 1)

tures which were described to the yesterday's session.

Jaek Jaekson, of Dallas, said stories and scripts for 10 pictures been prepared by Paul Leslie Piel are ready for produetion.

The production of these pic would be financed by Moe Ker New York, and distributed by man's eompany, Tudor Pictures. man was at the convention assi Jackson in obtaining today's pl from the theatre owners to show pictures. Exhibitors were not a to buy any stock or put up any m They were asked to sign pledg show the pietures for a flat re

Young actors and actresses, ba up by seasoned players, will st the films. Talent searches will be in theatres. The ten pietures wi offered in a block to individual tre owners. As soon as 1,500 to theatres have contraeted for the tures, shooting will begin in H wood, Jackson said.

The convention unanimously p a resolution at its elosing session dorsing the plan. Kerman estin between 150 and 200 theatres signed pledges.

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MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Faust, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. W Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams nup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, days and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." M Quigley, President; Martin Quigley, Jr., Vice-President; Theo., J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture H Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a pa Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York N. Y. under the March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

PEOPLE

gh Benson, who has been head e radio and tv division of the er Brothers studio publicity staff, een named by Jack L. Warner, lent, to be assistant to Steve g, studio executive.

□

M-TV has retained the services ul Mowrey, radio and television ltant, for a special sales assign- in the Middle West, it was an- ed yesterday by Charles C. Barry, vice-president in charge evision for Loew's, Inc.

□

rold Gold has been named di- of press information and audi- promotion for the Mutual Broad- g System, it has been an- ed by MBS vice-president Rich- . Puff. Gold, who had been edi- f the department and assistant or, succeeds Francis X. Zuzulo, e resignation is effective Nov. 1.

□

hur A. Currie has been named nt general sales manager of the sion-radio division, Westing- Electric Corp., Metuchen, N.J.

□

lliam Cumbaa, co-owner of Theatres in Florida, has been d president of the Kiwanis Club esburg, Fla.

isler Makes Deal in mania for U. S. Films

CHAREST, Oct. 23 (By Cable). ther deal to present Hollywood- pictures—the first to be shown since the war—has been made by Bernard Kreisler, president of national Film Associates Corp. iations for the ten pictures stip- that the "screening print must the synopsis."

eisler was welcomed to Rumania eputy minister Constantin Pris- Kreisler will go to Budapest next s tour of Red countries to make for American films.

viously Kreisler completed ar- ments for showing the pictures oscow and Warsaw.

ist Council Honors n Current Pictures

OLLYWOOD, Oct. 23 — Eight pictures received citations today the Southern California Motion e Council. They were "The Ten nandments," "Giant," "The Pow- d the Prize," "Friendly Persua- "Cow Dog," "Secrets of Life," Mountain," "The Shark Fight-

sent to receive honors were Wilcoxon for C. B. DeMille; Brittain, assistant to Nicholas ck; George Stevens, A. C. Lyles, nd Larry Landsberg.

REVIEW:

Teenage Rebel

20th Century-Fox—CinemaScope

UNDER THE TITLE of "Teenage Rebel" Fox has produced a pleasant family picture that is closer in spirit to "Junior Miss" than it is to "Blackboard Jungle." The "rebel" of the title is a 15-year-old girl in revolt not against society but against her divorced mother who is trying to regain her offspring's affection after a separation of eight years. Through patience and loving kindness the parent accomplishes this goal in the main story line of the film.

On the New York stage when this was produced a few years ago it was called "A Roomful of Roses," a title which is much more reflective of its quiet and unpretentious nature. While the theme is, as indicated, a serious one, the treatment is by no means solemn. The picture abounds in humorous touches, most of which are derived from the baffling and unpredictable mores of modern teenagers (baffling, that is, to adults).

Ginger Rogers and Michael Rennie are the nominal stars of the film, and they give capable performances as the mother and stepfather of the heroine. But the major acting honors go, without question, to Betty Lou Keim, who recreates in the film the role she played on the stage as the young girl determined to reject parental affection. This young actress, seen previously on the screen only in MGM's "These Wilder Years," is as talented at the acting art as she is physically attractive in a fresh and unglamorized way. She manages the transformation from a haughty and aloof youngster to a gregarious and outward-going individual with delicate skill. There is future star material here.

Exhibitors interested in new faces will also be pleased to learn there are two others in this film who register well. They are Warren Berlinger and Diane Jergens, who play well-adjusted youngsters next door. For a welcome change there are no evidences of juvenile delinquency anywhere around.

The picture was photographed in CinemaScope, but in black-and-white, the second instance to date of this use. Charles Brackett produced, and Edmund Goulding directed from the screenplay by Walter Reisch and Brackett.

Running time, 94 minutes. General classification. For October release.

RICHARD GERTNER

SEC Reports Newmark Decreases C&C Stock

WASHINGTON, Oct. 23.—The Securities and Exchange Commission reported here that Joseph M. Newmark, a director of C&C Super Corp., sold 35,300 shares of stock in the company during September, reducing his holdings to ownership of 271,000 shares.

In other stock transactions of last month, the SEC reported that C. H. Percy, president of Bell & Howell Co., acquired 10,000 common shares through stock option, increasing his direct ownership to 25,300 shares. Also, Leon Alvin Kolker, a director of General Precision Equipment Corp., sold 2,100 shares to eliminate his holdings.

'Oklahoma' in Portland

PORTLAND, Oct. 23.—This city will see "Oklahoma!" in Todd-AO within the next few weeks, according to exhibitor Mrs. J. J. Parker, in whose Broadway theatre is now being installed new projection sound and screen equipment for the film. The installation will cost some $75,000, and Todd-AO pictures will show exclusively at the Broadway, she added.

Unveil Presley Marquee At Paramount Sunday

Ceremonies dedicating a 40-foot likeness of Elvis Presley—said to be the largest figure of its type ever erected above a theatre marquee—will take place Sunday afternoon at the Paramount Theatre here as a special event heralding 20th Century-Fox's "Love Me Tender" in CinemaScope.

To be witnessed by more than 2,000 members of 38 Presley fan clubs in the five boroughs as well as a radius of 100 miles of the city and a group from as far south as Maryland, the unveiling will be made by a team of acrobats who will perform for viewing crowds atop the theatre's marquee.

Meade Named Manager

BUFFALO, Oct. 23 — Edward F. Meade has been named supervising manager of Shea's Theatre here. He has been advertising-publicity director of the theatre for 10 years. With the promotion of Meade, two other shifts of Shea executives were announced—Carl J. Rindeen, manager of the Buffalo for many years, has been assigned to the Kensington and North Park theatres.

. . . NEWS ROUNDUP

French Festival Set

France, it is reported, continues to push behind the Iron Curtain. Unifrance Film, which organizes film festivals abroad, has announced a festival at the end of this month in Prague and a second festival of French films in Peking at the beginning of 1957. It is reported that a Budapest festival is another possibility.

123 Book 'Scoundrel'

Charles Martin's "Death of a Scoundrel" will be shown in 123 theatres throughout the Texas-Oklahoma area following its world premiere at the Majestic Theatre, San Antonio, Tex., it has been announced by Walter Branson, RKO's vice-president in charge of worldwide distribution.

Gurney Buys Novel

Gurney Productions, Inc., independent film producing organization headed by Robert J. Gurney, Jr., has acquired the screen rights to "Thin Edge of Violence," a novel by William O'Farrell. Gurney, whose initial picture, "Edge of Fury," will be released late this year by United Artists, plans to begin production Jan. 15 on the new film, which will be made on location in New York.

'World' Charge Plan

For the first time in the history of The Diners' Club, world-wide single credit plan for restaurants, hotels and other services, the more than 350,000 Diners' Club members will be permitted to charge for a film presentation. The film is "Around the World in 80 Days," Michael Todd production now showing at the Rivoli Theatre here. Diners' Club members can charge their order either by mail or by presenting their card at the box-office.

NFS, Buena Vista Sign New Front Office Deal

Negotiation of a new contract for front office work between National Film Service, Inc., and Buena Vista Film Distribution Co., Inc., was announced here jointly yesterday by James P. Clark, president of NFS, and Leo Samuels, president of Buena Vista. The new contract supplants a similar agreement between the film distributing company and the service organization which still had a year to run.

Under the terms of the contract, billing and collection for BV will be handled by NFS on a national basis. The two recently signed a three-and-a-half year contract extending NFS' handling of all backroom work across the board, replacing a similar contract which still had two more years to run.

HOT TIP ON M-G-M's "JULIE"!

By Philip K. Scheuer in the Los Angeles Times. He caught the Coast Preview!

Any picture you can think of would be hard put to match "Julie"'s 95 minutes of unalloyed, unrelieved suspense—and that goes for "Diabolique," "Wages of Fear," "The Bad Seed," the individual and collected works of Hitchcock and even last year's top "little" thriller from "Julie's" own writer-director—"The Night Holds Terror."

The writer-director is Andrew Stone, whose assistant and film editor, once again, is his wife Virginia. The producer is Martin Melcher and the feminine star is HIS wife, Doris Day. Her co-stars are Louis Jourdan, Barry Sullivan and Frank Lovejoy. M-G-M is releasing.

Not a shot was filmed at M-G-M or any other studio. As with "The Night Holds Terror" and at least partially with his two preceding suspense dramas, "Blueprint for Murder" and "The Steel Trap," Stone worked entirely on "actual" locations in Los Angeles, Carmel, Monterey, San Francisco, Victorville and aboard a commercial airliner in flight. Its feeling of documentary, on-the-spot realism reaches and holds an extraordinary pitch of tension, in both filming and tight intercutting.

Dipping into his voluminous police files, Stone came up with a disturbing theme, one new to movies: The dilemma of a citizen—the woman Julie in this case—who is threatened with bodily harm yet under existing laws has no protection against it. Here the threatener is her husband, an insanely jealous man (Jourdan); but there are no witnesses and the police are helpless to interfere in a husband-wife "quarrel." After all, it is her word against his—and NO CRIME HAS BEEN COMMITTED.

Nor are the police able to act even after the wife confirms a growing suspicion that her first husband died a murder victim and not a suicide. The verdict was suicide, the case is closed and cannot be reopened without new evidence. Julie (Miss Day) has none—only, again, the verbal confession of Jourdan.

Lovejoy, as the Los Angeles homicide chief, is sympathetic to her plight. Two jealous husbands kill their mates every week in this city alone, he acknowledges. "Change your identity," he advises Julie, "and get away as quickly as possible."

Quickly, in Julie's case, is not quickly enough.

Stone's picture is a reporting job from start to finish. He doesn't take time to try to "explain" Jourdan, psychologically or any other way. The man is a simple, murderous—and murdering—fact. He is impulsive but he is also cunning. Stone tells his story straight, using amazingly few artifices.

Opening Sequence

In the opening sequence a distraught Julie hurries from the Del Monte Lodge to her convertible. As she drives off Jourdan leaps in from the other side and clamps his foot over hers on the accelerator. The car careens around one hairpin turn after another. When the frantic woman reaches for the ignition key, his hand is there before her.

Julie survives that one (as does the spectator, but barely). At the end of the picture Jourdan is still trying to take her for a ride. Just when it seems as if Stone has at length exhausted his suspense possibilities he switches to a new crisis—this time in the skies—and whips one into a lather all over again.

You haven't time to be incredulous at this airplane sequence—isn't it happening right before your eyes? And fliers and field men have vouched for the authenticity of the technical details shown.

The casting of Miss Day in her role is its own justification: she looks it and makes you share her harrowing ordeal. Her only singing is that of the title piece over the opening credits. Jourdan, a concert pianist by profession, is heard or at any rate seen in Leonard Pennario's stirring composition, "Midnight on the Cliff" (playing by Pennario).

Sullivan is Julie's friend, a cousin of her late husband. His performance, like all of them in this superadroit, thought-through thriller, seems drawn from life itself.

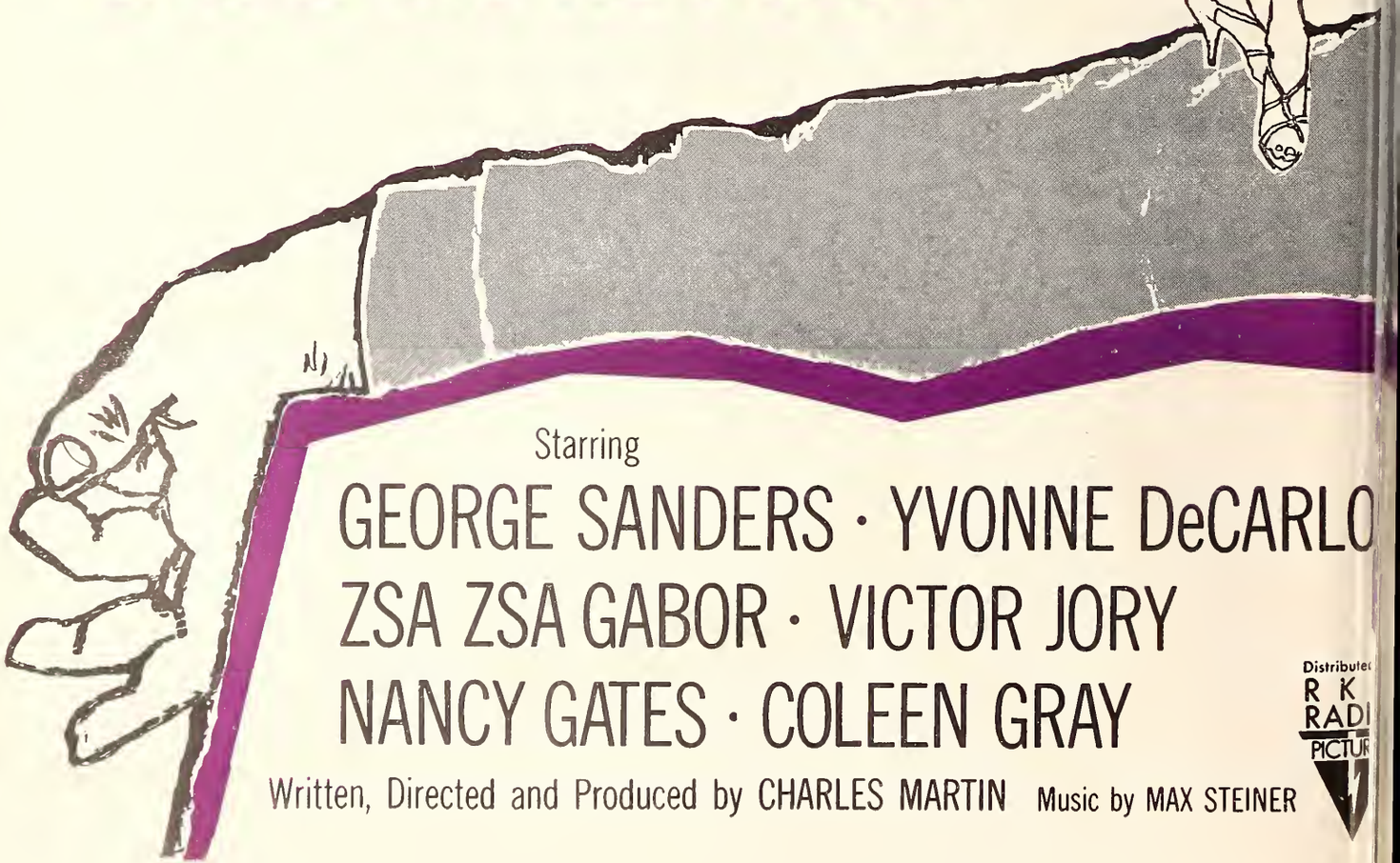
"Don't just sit there! Book JULIE!"

SENSATIONAL!

The story of a ruthless financial genius who thought women were his slaves

You'll never forget him . . . you'll never forget the fabulous way he lived and loved . . . and met his death

DEATH OF A SCOUNDREL



Starring

GEORGE SANDERS · YVONNE DeCARLO
ZSA ZSA GABOR · VICTOR JORY
NANCY GATES · COLEEN GRAY

Written, Directed and Produced by CHARLES MARTIN Music by MAX STEINER

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BIG TEXAS KICKOFF!

Top theatres . . . Biggest situations . . . Scores of Interstate and other towns ready for the big boxoffice premieres beginning October 31.

National Pre-Selling

"OKLAHOMA!," the Rodgers and Hammerstein musical soon to be shown in CinemaScope, will be advertised in 22 national magazines that have a total circulation of more than 42 million. The ads for the first Magna production, which is now to play at popular prices, will appear during November and December in the following magazines: "Life," "Look," "The Saturday Evening Post," "Collier's," "Woman's Home Companion," "McCall's," "Good Housekeeping," "Redbook," "Cosmopolitan," "Argosy," "Scholastic Roto," "Photoplay," "Modern Screen," "Screen Stories," "Movie Life," "Movie Star Parade," "Motion Picture," "Movieland," "Silver Screen," "Screen Life," "Screen Stars" and "Movie Mirror."

•

"The Solid Gold Cadillac," reports Florence Somers in "Redbook's" October issue, "is slightly different from the stage version. This is still a wonderful comedy and the Judy Holliday-Paul Douglas team is tops."

•

A striking two-page color spread on "Giant" appears in the October 22 issue of "Life."

In the same issue are five full-color pages and a number of B & W pages devoted to Mike Todd's "Around the World in 80 days." In the text portion of this layout, Ezra Goodman tells how Mike Todd cajoled entertainment stars into playing bit parts. We believe there are enough stars in this film to fulfill a theatre manager's most extravagant daytime dreams.

Also in the issue is a fascinating story of Cousteau's "The Silent World." All of the photos in this article, with the exception of one, were taken in the mysterious blue world below the surface of the sea.

•

"Friendly Persuasion" has been selected as the picture of the month for November by "Seventeen."

•

Ingrid Bergman, star of "Anastasia," tells about her professional and family life in the Oct. 26 issue of "Collier's."

In addition to appearing on the front cover in full color, Ingrid's article appears on three two-page spreads and is led off by a photo of her in full color. The article is titled, "I am not doing penance for anything." It is illustrated by photos of Ingrid with her children, her best films made in the past and full-color ones made on the sets of "Anastasia."

•

Elvis Presley, singing star of "Love Me Tender," will be on the front color cover of "Parade's" Oct. 30 issue. A cover story of Elvis will appear in the issue illustrated by photos of Presley with his parents and scenes made in the 20th Century-Fox studio.

WALTER HAAS

One Man's TViews

By Pinky Herman

AN English TVersion of Puccini's "La Boheme," beamed both in color and b & w Sunday, Nov. 18 (2:00-4:00 p.m.) will be the first of six opera offerings for the 1956-57 NBC TV Opera Theatre season with Samuel Chotzinoff, producer. . . . Betty Walker, currently featured in the Broadway Hit, "Middle of the Night," turned in such a terrific comedy stint with her "telephone routine" recently on Steve Allen's "Tonight" program, he's booked her for his Sunday, Nov. 18 NBCast. . . . William F. Craig, for the past 10 years director of tv for all Procter & Gamble programs, has resigned and starting November 15, will join the executive staff of William Morris Agency's radio and tv departments. . . . NBC-tveed a new half hour program, "First Meeting," last Sunday at 5:00 p.m. in which moderator David Brinkley introduced to the viewers and to each other General Omar Bradley, Beatrice Lillie and Carl Sandburg. Although the program dragged in spots, the basic idea is fundamentally one that shows promise and NBC rates a hand for daring to hold "a public audition" of the idea. Seems to us such a program calling for the appearance of world-famous figures and their personal views on subjects ranging from art to the H-bomb, may well find its proper niche in the public affairs sked.

☆ ☆ ☆

Sportscaster Harry Wismer has been signed to CBSpiel the telecast of the Thanksgiving Day professional football game between the Detroit Lions and the Green Bay Packers, Thursday, Nov. 22 at noon, sponsored by the General Tire & Rubber Co. . . . Robert Lawrence Productions Ltd. has named Robert Rose production director for the Toronto Studios. Lawrence also maintains motion picture and telefilm commercial studios in New York and Hollywood. . . . After 10 years in Canada where he emceed hundreds of radio and tvariety programs following a seven-year hitch as head coach and athletic director at McGill U., tall, dark and handsome Vic Obeck has returned to Gotham. With a B.S. from Springfield College, an M.A. from Columbia, four years in the U. S. Navy, member of the Chicago Cardinal football team, veep of the Montreal Alouettes Pro football club and prexy of his own firm, Merit TV Productions Ltd., seems to us we have quite a guy in our midst. . . . After 14 years at D'Arcy Agency, the latter nine as veep in charge of tv-radio, Paul Lewis has resigned to open his own tv consultant firm. First client? D'Arcy Agency, natch!

☆ ☆ ☆

Barry & Enright, producers of "Twenty-One," "Tic Tac Dough," and "Winky-Dink," have purchased radio station WGMA in Hollywood, Fla., from South Jersey Broadcasting Co. Upon FCC approval, the 1000 watt station will be operated by the Eastern Broadcasting Service, a newly-formed subsidiary of Barry-Enright. Dan Enright was formerly program operations manager at WOR while Barry, currently doing a bang-up job as emcee of the above-mentioned quizzers, bowed into radio as performer, producer and salesman at WOR and WTTM (Trenton) . . . Win Horton, who'll be seen in the supporting cast in the forthcoming Briskin-Sauber Enterprises—Screen Gems teleseries, "Shore Leave," is the nephew of Edward Everett Horton. . . . Phil Dean Associates has been named by prexy Nat Zucker to handle Dynamic Films' flack-tivities. . . . WBZ-TV, Boston becomes the first Westinghouse station to colorcast when it beams Screencraft Pictures' "Judge Roy Bean" teleseries next month. The well-received western series, currently telecast in about 70 markets, stars Edgar Buchanan in the title role.

Jack Barry

☆ ☆ ☆

Beautiful Margia Dean, who's just completed the starring role opposite Rex Reason in the Dan Ullman Production, "The Lonesome Gun," soon to be released in CinemaScope by 20th Century-Fox, is in Gotham for a look-see and a fling at tv. She sure rates a look-see by local tv producers. . . . Shamus Culhane, animator of tv commershills, "Ajax the Foaming Cleanser" and "Muriel, the dancing cigar-ar," has just cut a six-minute animated color sequence in the Todd-AO process to plug Mike Todd's "Around the World in 80 Days."

Pinanski De

(*Continued from page* 1)

there has been a shift in popu from the cities to 'suburbia,'" one atre executive stated. He said with new towns and shopping springing up, theatres near the now restricted to playing pr weeks behind the downtown the "If we could get films on a firs basis in these houses at the same that a downtown house has it grosses would be better, as wil business for all concerned," he

A prominent New Jersey th man pointed out that this issu "been a bone of contention in his for some time. I am wholehea in favor of Pinanski's suggestion.

Many distribution home offic vertising-publicity men, too, said were in complete agreement wi nanski's suggestion, declaring th makes sense" and could mean "a deal in results on many picture gagements to the distributor as w exhibitors."

Big Openings Seen Costly

Several pointed out that costly ing campaigns on important pi undertaken in such large key as New York, Chicago, Los A and others, more often than n wasteful insofar as results throu the surrounding areas are conc

"The bigger the campaign, the likely the picture is to remain i downtown theatre for an ext run," one executive pointed ou the time the run is over and th ture is ready to open in the nei hood or suburban first run," h tinued, "the campaign is stale, a and forgotten, at worst. Pin idea would do much to correc situation and give the greatest of a strong campaign to the g number of theatres and potenti trons in the growth areas at a mum admission price," he conc

Johnston to Advise

(*Continued from page* 1)

distributed with Columbia 31.2; Loew's, 39.7; Paramour RKO, 29; 20th Century-Fox, 3 versal, 28; Warner Brothers, 3 United Artists, 22. The divi based on the Burmese quota of 000 feet of film allowed duri current fiscal year.

In Pakistan, 240 licenses we tributed, with Columbia securi Loew's, 31; Paramount, 24; RK 20th Century-Fox, 30; Warner 28; Universal, 28; Republic, 15 ed Artists, 21, and Allied Arti

The MPEA directors also h report from Robert Corkery Argentina and Philippine sit

D. C. Coleman, 77

OTTAWA, Oct. 23.—D. C. man, 77, who was a director of Theatres and associated wi Canadian Pacific Railways years, serving as chairman and dent from 1943 until he ret 1947, died in Montreal.

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

), NO. 81 NEW YORK, U. S. A., THURSDAY, OCTOBER 25, 1956 TEN CENTS

Fall Business Reported Equal Or Superior to Last Year's

Theatre business this fall is reported by exhibitors to be "as good or better" than a year ago—due primarily to the "run of good pictures currently available." Where business is down somewhat, it is blamed on local conditions, with very few theatremen inclined to include television as one of the factors.

This is reflected in reports recently received from MOTION PICTURE DAILY correspondents in such cities as Washington, Minneapolis, Charlotte and Detroit. They follow in detail:

WASHINGTON—Theatre business here this fall has run as good as or better than business last fall, according to local exhibitors, because their pictures have been "good." This is true of both downtown and neighborhood theatres, they say. One executive of a neighborhood chain reported that this fall his theatres have grossed 12

(*Continued on page 6*)

NFS Buys IBM Units; Speeding Clerical Work

National Film Service recently acquired 31 IBM billing and recording machines, which are being installed in the company's exchange offices to step up clerical procedures, it was disclosed yesterday. NFS has been expanding its services, handling all the back room service for three companies —RKO Radio, United Artists and Buena Vista and for others in some exchange cities.

NFS also has a contract with

(*Continued on page 2*)

German Receives Award from JDA

William J. German yesterday accepted the Joint Defense Appeal's second annual Human Relations Award with "humility and appreciation" and with the admonition that each person among the 470 who paid him testimony at the Park Sheraton, also honor the Award.

The national film distributor, renowned for many years for philanthropy and as an indefatigable chairman of drives, equated JDA objectives with American ideals, and said the goals challenge good Americans. He added he believes with all others of goodwill "there will be a day when prejudice will be as witchcraft."

William Gehring, 20th-Fox sales manager, gave German the medallion,

(*Continued from page 6*)

M. P. DAILY picture

GIVING WILLIAM J. "BILL" GERMAN his Human Relations Award at yesterday's JDA luncheon. William C. Gehring, at the podium, does the presenting, and the applauding dais spectators are Barney Balaban, Harry Brandt, Jack Cohn, Henry Schultz, Frederick Greenman, Adolph Schimel; and, foreground, Eugene Picker, Louis Phillips, Samuel Rosen, Abe Schneider, Fred Schwartz and Arthur B. Krim.

Myers Comments

Exhibitors See 'Snub' on Plan Of the MPAA

Leaders Express Concern Over Implementation

While the Motion Picture Association is proceeding with its over-all plan for business building, exhibitors are beginning to express concern over how and when they will be brought into the plan.

The MPAA has not indicated how—or whether— it plans to present the project officially to exhibitors.

Abram F. Myers, Allied general counsel, commenting on the matter yesterday said, "Any recovery program to be effective must begin with the theatres, which are the industry's direct points of contact with the public. The exhibitors know their audiences, young and old, and certainly are

(*Continued on page 2*)

Fabian to Be Keynoter At Florida TOA Meet

Special to THE DAILY

JACKSONVILLE, Oct. 23.—Horace Denning, district supervisor of Dixie Drive-Ins and a Theatre Owners of America vice-president, who is serving as chairman of the Motion Picture Exhibitors of Florida convention here at the Hotel Roosevelt next Sunday through Tuesday, has announced that Si H. Fabian, president of Stanley Warner Theatres and TOA treasurer, will deliver the keynote address on Monday morning.

The annual gathering of MPEOF, largest sub-group in TOA, is slated to

(*Continued on page 6*)

Myers at Indiana Allied; Roy Kalver Reelected

Special to THE DAILY

INDIANAPOLIS, Oct. 24—The annual convention of Allied Theatre Owners of Indiana closed here today on an optimistic note that business will improve in the long run despite current problems. The keynote was sounded by Abram F. Myers, general

(*Continued on page 2*)

ness Builders'

AA Names ordination mmittee

as Heads the Group velop 6-Pt. Program

tment of a "business building tion committee" to follow on the six-point promotional put y the Picture on of was ed yes- y Ken- Clark, ice- , who w York erences rojects. is the offered dvertis- publicity directors committee

(*Continued on page 2*)

Spyros P. Skouras

res, TV Can Aid Other, Says Cohn

bia Pictures is in "the busi- making motion pictures for c and will continue to do so nedium," Harry Cohn, presi- Columbia, told stockholders ompany's 1956 annual report yesterday.

ision has proven to be a com- and a very strong one," Cohn "However, ours is the busi- upplying the public with en- ent. While we are primarily ield of motion pictures, we o delved deep, of late, into

(*Continued on page 3*)

y, Unanimously, lestone Winner

rom THE DAILY Bureau

YWOOD, Oct. 24—Walt Dis- been unanimously voted the roducers Guild annual Mile- ard for historical contribu- he American motion picture,

(*Continued on page 2*)

PERSONAL MENTION

DR. GOFFREDO LOMBARDO, president of Titanus Films, Rome, will arrive in New York on Saturday from Italy.

•

SIDNEY KRAMER, RKO Radio foreign sales manager, returned to New York by plane yesterday following a five-week trip through Latin America.

•

F. HUGH HERBERT, writer-director, will arrive in New York today from London via B.O.A.C.

•

MILT WATT, publicity director at the Republic Pictures studio, has resigned that post following an association of six years with the company.

•

JOHN D. WHITMORE, former manager of the news department for Mutual Broadcasting System, has returned to the network as executive producer.

•

BRENDA DE BANZIE, British actress, will arrive in New York on Monday from London via B.O.A.C.

•

C. GLENN NORRIS, 20th Century-Fox Central-Canadian division manager, is in Cincinnati today from New York, and will be in Cleveland tomorrow.

U-I Horror Bill to Get Saturation Kickoff

Universal-International's new "horror bill" combination of "Curucu, Beast of the Amazon," in color by Eastman, and "The Mole People," is being launched this week in a series of first-run key city theatres, to be followed by a territorial saturation kickoff out of the Boston exchange and involving more than 60 theatres early in November.

The key city theatres opening them this week include the Palace in Columbus; the Orpheum in Minneapolis; the Orpheum in St. Paul; the Paramount in Syracuse, and others. The more than 60 dates in the Boston territory will be launched on Nov. 14 at the Keith's Memorial Theatre in Boston.

'Scoundrel' Here Nov. 2

RKO's "Death of a Scoundrel" will open at Loew's State Theatre here on Friday, Nov. 2, it was announced yesterday by Walter Branson, vice-president in charge of world-wide distribution.

MPAA Names Committee

(*Continued from page* 1)

of MPAA to boost the box office which is being reviewed by studio heads and publicity directors in Hollywood this week and next.

Spyros P. Skouras, president of Twentieth Century-Fox Pictures, was appointed chairman of the new committee, Clark reported. Roger Lewis, advertising manager of United Artists, and all the members of the MPAA advertising and publicity directors committee, of which he is chairman, are also on the new group.

Other appointees to the co-ordination unit are: A. Montague, vice-president and general sales manager of Columbia Pictures, who will represent distribution; James E. Perkins, executive vice-president of Paramount International; David Blum, publicity director of Loew's International, and his foreign film relations committee, and Y. Frank Freeman, studio head of Paramount Pictures and chairman of the West Coast MPAA.

MPAA headquarters here has received communications from several theatre circuits praising the program and offering their complete co-operation. Some of the comments made to MPAA follow:

"Heartiest congratulations proposed MPAA Hollywood press junket and re-evaluation ad credits—please consider Fox West Coast ad-publicity department one hundred per cent your committee's disposal whenever needed at this end."—Russ Brown, Fox West Coast Theatres.

"We are all conscious of serious need for more persuasive advertising in face of today's competitive conditions. Please assure your committee of our support."—Edward L. Hyman, American Broadcasting - Paramount Theatres, Inc.

"Certainly agree it is vitally important that quick action be taken on the advertising billing matter. Our industry is wasting a tremendous amount of money at a time when we can ill afford it on space containing information of no interest or ticket selling value to the public. We urge your committee to take action." — Ernest Emerling, Loew's Theatres.

"I wish to express support of efforts being made by your publicity committee to arrive at practical solution of advertising billing problems. A fundamental improvement in advertising impact possible if this reform is adopted."—Samuel Rosen, Stanley Warner Corp.

Disney Cited

(*Continued from page* 1)

guild president Samuel G. Engel announced today. Disney will be honored at the organization's Milestone Award Banquet at the Beverly Hilton Hotel on Feb. 3.

Disney is the fifth person to be honored by the award since its inception in 1951. The others are Jesse L. Lasky, Louis B. Mayer, Darryl F. Zanuck and Cecil B. DeMille.

NFS Buys IBM Units

(*Continued from page* 1)

Buena Vista to handle the distributor's front office work as well. Following a course described earlier this year by NFS president James P. Clark, who said that his ultimate aim is to handle all the exchange services for all the distributors, the company has "definitely interested" other distributors in the idea of turning over their exchange offices to NFS, it was reported.

Berlin Award Presented

WASHINGTON, Oct. 24—The German Ambassador, Dr. Krekeler, has presented to Eric Johnston the Golden Bear of Berlin together with the document awarding the Grand Prix of the Sixth International Film Festival of Berlin for the M-G-M film, "Invitation to the Dance," The ceremony was attended by Mrs. Eleanor Lansing-Dulles, sister to the Secretary of State, representatives of the U.S. film industry, press and "Voice of America."

Indiana Allied

(*Continued from page* 1)

counsel of national Allied, referring to the ferment of new ideas observed while attending various exhibitor meetings.

It was a working convention, with heavy emphasis on film clinics and panel discussions. Hugh McLachlan, Muncie, equipment chairman for both state and national Allied, assured the exhibitors that standardization is being reached by the industry. "There will be experiment and progress," he said, "but not in six directions at once."

Changes in booking patterns were discussed by Pete Panagos, Chicago; Marshall Fine, Cleveland; Lou Wiethem, Cincinnati, and Bob Jones, Indianapolis. Lou Arru, Louisville; Spiro Papas, Chicago, and Dr. M. Sandorf and Joe Cantor, Indianapolis, headed the panel on theatre concessions.

Roy Kalver was reelected president and national director; J. R. Pell, vice president; Dick Lochry, treasurer; William A. Carroll, executive secretary. All directors were reelected, with the addition of Panagos, representing Alliance Circuit's Indiana Theatres.

'Snub' See

(*Continued from page* 1)

not devoid of ideas as to how b attract patrons into the theatre.

Indicating annoyance with the that exhibitors have not been cons on the plan, he continued: "Whe the film company representative over the notion that the exhibitors not take a man's part in the ta saving the industry?"

"I assume that the MPAA pla be submitted to exhibitor grou detail. When and if that is do will be studied carefully and fully," he added.

COMPO representatives yest expressed concern over the mach by which the MPAA office expe implement its plan.

A COMPO spokesman pointe that if the cooperation of the enti dustry, including exhibitors, is req —as it must be if the plan is to su —it would have to be secured through COMPO or a new orga tion with a similar structure.

Set Todd-AO Abroad

Five key theatres in Germany, and Japan have signed to e Magna's "Oklahoma!" in Tod it has been announced by W Branson, RKO's vice-presider charge of worldwide distribution

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MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope William nup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays days and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York N. Y. under the March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

PEOPLE

ller Walker, vice-president and counsel of RKO Pictures has assumed the chairmanship motion pictures division of the nual fund drive of the Trav-d Society of New York. A goal ,000 has been set.

□

Ed Johnson of Colorado is pic-n the Oct. 22 issue of "Life" a bit part for Universal-Inter-l's "Night Passage," starring Stewart.

□

in R. Wintman has been ap-l general manager of Smith ement Company's drive-in division, Boston. Wintman has ith the company since 1948, s formerly head of all eonces-nterprises.

□

lene Landers has joined Bercal es, Inc., of Hartford, as exec-assistant to Bernie Menschell n Calvocoressci. Barbara Hig-ntinues as promotion manager.

inal Asks Films · Man's Perfection"

ANA, Oct. 24—Motion pictures e used for man's perfection, d His Eminence Cardinal Ar-Betancourt, Archbishop of Ha-a announcing the International s of Motion Picture Studies, to here in January, 1957.

must foster the production of f positive character, adjusted values of Christianity," the said. "Thus can we solve sat-ily the very serious question otion pictures have posed to the an family."

Dempsey Story

life story of Jack Dempsey brought to the screen by pro-Sam Weisenthal as an indepen-nture, and will go into produc-January for summer, 1957, re-Weisenthal has announced. The lay, read and approved by ey, was written by Rowland

n Bill Authorizes s for Production

Special to THE DAILY

IE, Oct. 24 (By Cable)—The government this week promul-a bill authorizing a fund to aid picture companies in heavy fi-difficulties. The fund is to be d by a 36 per cent compulsory a dubbed foreign pictures. The will be used to make direct r for issuance of collateral se-to companies threatened with ptcy.

Putting Finishing Touches on 'Baby Doll'—Amusement Sign Covering 'Third of an Acre'

THE ARTIST AND THE MODEL and Warner's sign, the largest amusement sign in the world, they say, putting its area roughly at one third of an acre.

Amidst some Times Square commotion yesterday slightly unusual (the Warner men forgot to ask the cops and the cops temporarily forgot their courtesy) and for the benefit of many, many cameramen, even those from television—artist Bob Everhart poses model Lillian Bell for the finishing touches on "Baby Doll." Painting the sign, a block long, above the Victoria and the Astor, needs perspective and for Everhart to work thus, at a distance, is not strictly a gag. He habitually descends to peer at his work from across the street.

M. P. DAILY Picture

Cohn Advises

(*Continued from page* 1)

the field of supplying television entertainment. Let it be noted that we believe there is ample room for both media to exist profitably. Each, we are sure, can and will contribute to the progress of the other."

Cohn cited the advance of Screen Gems, the company's wholly owned television subsidiary. Already playing more national network shows than any other tv film company, he said, Screen Gems has five brand new programs and a quota of 20 new programs for future development.

"We do not believe in 'dumping' old pictures on the market in unreasonable quanties," he reported. "It is not our policy to release to that medium any pictures which still have a potential in the theatrical market. We have carefully selected . . . 104 old feature films from which we have already obtained the very maximum reissue value and . . . leased these to various television outlets. We are not selling these films outright, but retain full title and residual rights to each."

A gross income of $91,145,571 was reported for the fiscal year ending June 30, 1956, as compared with $88,655,601 for the like period ending June 25, 1955. Earnings were reported as $4,377,795 before income taxes and consolidated earnings were put at $2,669,712. Pre-income tax earnings in 1955 were $8,650,395, with a net earning of $4,948,690 after taxes.

Earnings per share of common stock were $2.28 for the period ending June 30, 1956, as compared with $4.40 for the previous period. A part of this financial statement was published in MOTION PICTURE DAILY Oct. 10.

Loew's Sells Mayfair

Loew's Theatres has sold the Mayfair Theatre and office building here, in addition to an adjoining building on West 47th St., to Jack Resnick. Brandt Theatres will continue to operate the house under a lease, it is reported.

Producer Should Direct Picture Selling—Deutsch

The selling of a picture should be in the hands of the producer, who is the best qualified to understand and promote his product, in the opinion of Armand Deutsch, independent producer, who arrived here last week to start work on his next project.

"This is not a criticism of publicity departments," Deutsch explained. "Those people have many pictures to handle on tight schedules, and cannot always have sufficient time or a personal feeling for the film."

The independent producer is the key to this situation, he said. He can afford the time between pictures which a salaried producer cannot. Furthermore, he usually has begun selling the picture before he starts work on it. He must choose an exploitable subject before the story is written, and develop the exploitability as he makes the picture.

But quality is vital, he added. "A mediocre motion picture is not the same as a mediocre tv play," he said. "People will accept mediocrity on their tv but not in the theatre, because on their tv screen, the price is right."

Weekend Child-Shows Asked by Kansas PTA

KANSAS CITY, Oct. 24—A resolution requesting theatre operators in Johnson County, Kan., to show on week-ends only films suitable for children has been adopted by a parent-teacher association of a school in the northeast section of the county.

Explaining that the association does not feel that theatres are showing films objectionable to adults, Mrs. Herbert Bruning, president of the unit, said the group believes that too many adult movies are being presented on days when children normally attend theatres.

The P-T-A action was said to have been caused in part by the weekend booking of "The Bad Seed," a picture deemed unsuitable for patronage by children.

TENT TALK

Variety Club News

NEW ORLEANS—Henry G. Plitt, president of Paramount Gulf Theatres, has been elected chief barker of Variety Tent No. 45 at the club's headquarters, 920 Gravier. Other officers elected include Harold Cohen, first assistant chief barker; George Nungesser, second assistant chief barker; Carl Mabry, doughguy, and William Briant, Jr., property master. Elected to the board of directors were Maurice Barr, Joel Bluestone, Dan Brandon, Roy Nicaud, Irwin Poche and Don Stafford.

△

CLEVELAND—The newly formed Variety Club Auxiliary has elected Mrs. Fay Weiss, president; Mrs. Syd Rosenthal, vice president; Mrs. Frances Greenberger, treasurer; Mrs. Nell Weitz, corresponding secretary, and Mrs. Marie Livingston, recording secretary. The new organization will launch its career with a clam bake to be held Sunday, Nov. 4, at Schluter's for members only. Mrs. Leroy Kendis is chairman of the committee in charge of arrangements for the elambake.

△

ALBANY—The Variety Club held a night of "Ginbingorama" at its rooms in the Sheraton-Ten Eyck Hotel this week for members and their wives. There were prizes in both types of games. Norman Weitman, Universal branch manager, was chairman of the committee.

△

PHILADELPHIA—Sylvan Cohen, local attorney long associated with the theatre industry, will be formally installed as chief barker of the Philadelphia Vareity Club, Tent No. 13, at an installation banquet to be held on Jan. 7, 1957, at the Bellevue-Stratford Hotel. He succeeds Maxwell Gillis in that post. At his election, former chief barker Mike Felt was named delegate to the 1957 National Variety Clubs convention in New Orleans.

△

CHARLOTTE—A new chief barker, two assistant chief barkers, a dough guy and a property master will shortly be named by the new crew of Charlotte Tent No. 24, Variety International. The new crew includes Bob Simril, Cy Dillon, Hi Holston, Earl Mulwee, Frank Lowry, Frank Strange, Charlie Trexeler, John Vickers, Ray Ervin and Perry Reavis.

'Rock' Campaign Set

Universal-International has set a comprehensive promotional program for "Rock, Pretty Baby," which is described as a teenage romantic story with music, following a successful sneak preview of the film last week in Pasadena. The picture is set for January release.

The big look at the new-look peacetime Army!

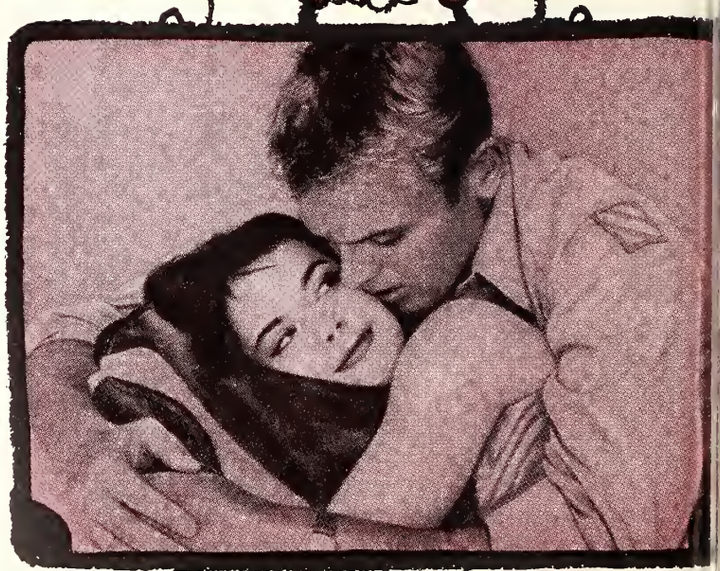
The boy with the barracks bag and the girl with the overnight case!

TAB HUNTER

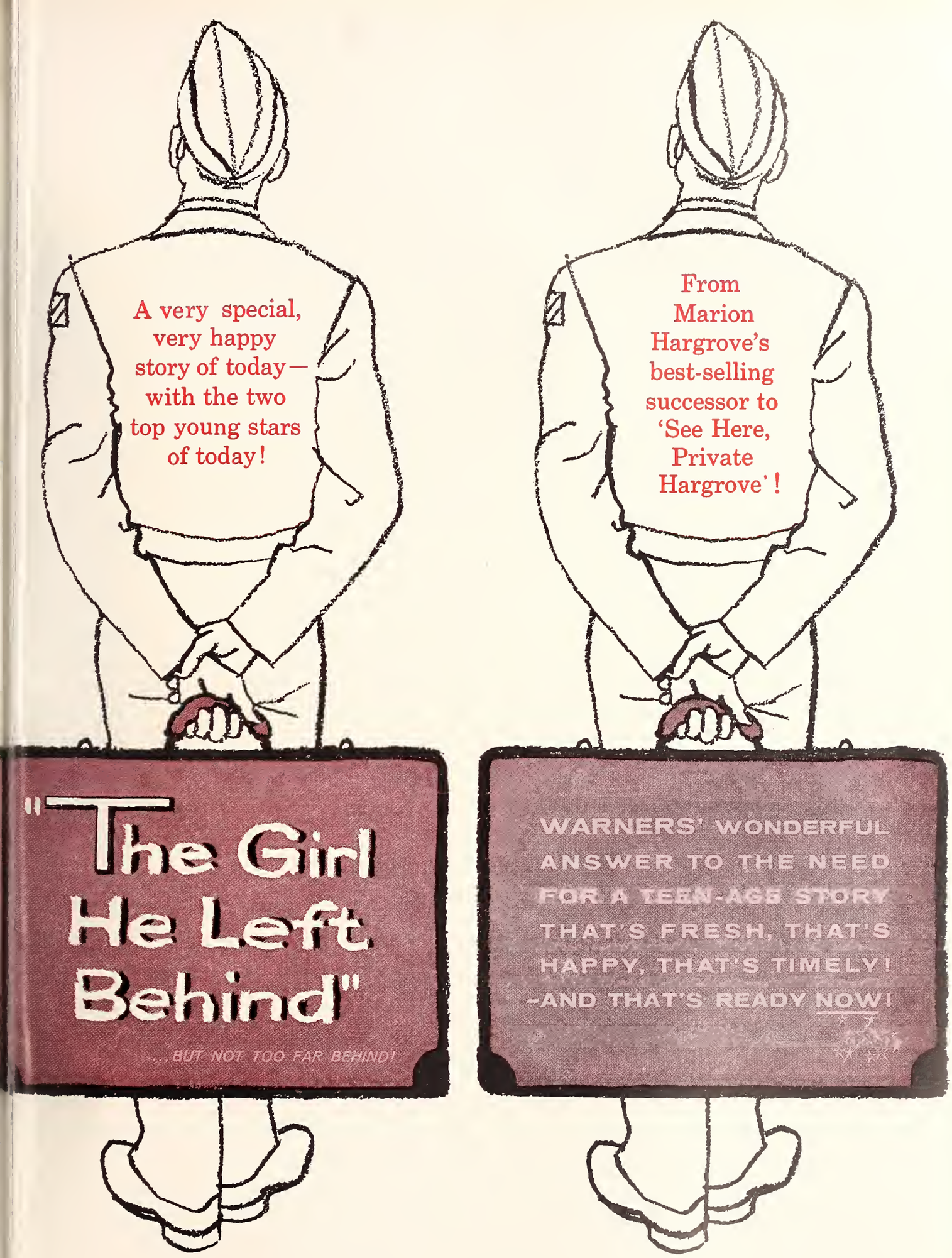
(in 'Battle' dress again!)

NATALIE WOOD

(a 'Rebel' with a cause!)



the Trade Show is November 9th!



with JESSIE ROYCE LANDIS • JIM BACKUS • HENRY JONES • Screen Play by Guy Trosper • Produced by Frank P. Rosenberg • Directed by David Butler

Fall Business

(*Continued from page* 1)

per cent more than they did last year at this period.

So far this year, Washington television stations have not shown any of the package film libraries which have recently been released to stations in other parts of the country. A few RKO and Warner Bros. pictures have appeared on local stations, but exhibitors feel that this hasn't affected their business at all. They point to the fact that in most cases films are shown on television too late in the evening to cut into theatre attendance here, anyway.

MINNEAPOLIS—Theatre grosses in the Twin Cities are as good or better than a year ago, a comparison of figures indicates. It is the rural areas of Iowa and the Dakotas which are hurting, and both distributors and exhibitors agree that television—which has come to the outstate sectors within the last year—is only part of the answer.

According to film distributors, grosses in Iowa and the Dakotas are running from 25 to 33 per cent behind those of a year ago, partly due to the advent of television and network programming and partly due to a continuation of the movement from farm to city.

Strike Effect Mild

Business in the iron range area in northern Minnesota, badly hit a year ago by curtailed operation of the mines and the arrival of television, has improved considerably over last year. Even the steel strike early in the summer failed to hurt, although business in the twin ports of Duluth, Minn., and Superior, Wis., is still below par in comparison to the smaller range towns.

In the Twin Cities, where the television impact is considered negligible, exhibitors agree "that if you have the right product, business is as good or better than a year ago." This is true in loop first runs, the neighborhood hardtops and the drive-ins, five of which are still operating.

CHARLOTTE — The box office receipts are holding steady in the Piedmont area, but are off in the East, a consensus of Carolina theatre operators shows.

Few theatre men queried placed the blame on the old film backlog recently made available to television. They point out that these films have not been shown on tv as yet.

T. A. Little, president of Consolidated Theatres, said "tv has already made its inroads on the theatre business," adding he did not think new programs or old films would make any appreciable difference.

Phil Gossett, president of the Stellings-Gossett theatre circuit, said a number of good pictures soon to be released would bolster the sagging box office, especially in the east.

Kermit High, manager of the Carolina Theatre here, said box office receipts seem to be "holding their own" and are above last year's figures.

DETROIT—In the Detroit and Michigan area current business, as compared to the same season in 1955, is described in the main by exhibitors as "softer." Exceptions seem to be the art field and Cinerama.

Film distributors for the most part describe business as poorer than last year in Detroit, and particularly outstate. Exceptions noted apply to special situations, where certain pictures have pulled in very high grosses.

Both distributors and exhibitors agree the recession has resulted from the automotive slowdown, which despite statements as to improved business, has not resulted in re-employment as it did this time last year, and follows this summer of heavy layoffs.

To Shoot New Ending For Elvis Presley Film

The controversy as to whether Elvis Presley will live or be killed in "Love Me Tender," the forthcoming 20th Century-Fox CinemaScope film in which he makes his acting debut, has necessitated shooting an additional scene with the singing star in New York on Monday.

Because of Presley's popularity, particularly among teenagers, discussions have been going on in recent weeks that his death, as now required in the film's screen play, will have an adverse public reaction. To offset any mass protests, it has been decided by executives of the company to add a sequence and determine its value before the picture is released next month. The brief time remaining (the film bows Nov. 15 at New York's Paramount Theatre and in 600 theatres across the country around Nov. 22) necessitated that director Robert D. Webb and cinematographer Leo Tover fly here from Hollywood today to prepare the staging of the scene.

REVIEW:

7th Cavalry

Scott-Brown — Columbia

ANOTHER RANDY SCOTT Western—a statement which by itself is sufficient promotion for the followers of this redoubtable action hero. He needs all the redoubtability he can muster in the part of a cavalry officer who escapes the Little Big Horn massacre—through the expedient of not being there—and is branded a coward.

The truth was that General Custer gave him verbal leave to go after his fiancee, Barbara Hale, whose father has objected to the marriage. The famous "last stand" occurred before his return, and, since none of the troops walked away from that battle, there was no one to prove his official leave.

Before he is cleared, Scott brawls with everyone in the film: Indians, fellow officers, enlisted men—and if he were any less a gentleman he would likely have punched a razor-tongued officer's wife who laces into him over the matter.

His name is vindicated by the arrival of Custer's messenger, who was dispatched from Little Big Horn just before the action and escaped the massacre. He supports Scott's story, but meanwhile the officer has been sent on a suicide mission, to the battleground to recover the bodies of the slain officers.

Surrounded by the same Indians, Scott and his men are saved without a shot fired, which may disappoint the avid Western fan. The Indians are awed by the appearance of a riderless cavalry horse which they take to be Custer's slain mount come back for his master, and they let Scott and his soldiers go.

Mischa Bakaleinikoff's musical score is fine, particularly the theme for the 7th Cavalry, which was Custer's command. The screen play by Peter Packer is somewhat weak, leaving the film a little under the Scott standard. Harry J. Brown produced, and Joseph H. Lewis directed. Running time, 75 minutes. General classification. For December release.

GUS DALLAS

German Cited

(*Continued from page* 1)

and added his own praise and that of his chief, Spyros Skouras, 20th Fox president. The latter wired a tribute which stressed the golden rule as "an uncomplicated solution to world ills."

Another telegram, from Robert Benjamin, chairman, who was ill, was read by Harry Brandt, luncheon acting chairman.

Fund raising cards were distributed during a short period but there was no announcement this year by card of specific pledges, with the exception of several from the floor, running as high as $1,000 in honor of German and his wife.

On the dais in addition to persons pictured were Richard Altschuler, Spyros S. Skouras, Irving Greenfield, Leopold Friedman, Sol Strausberg, Walter Reade, Jr., Robert Shapiro, Russell Downing, Herman Robbins, actress Marlene Dietrich, and comedian Alan King.

JDA raises money for the community relations programs, combatting discrimination, of the Anti-Defamation League and the American Jewish Committee.

Florida M

(*Continued from page* 1

begin Sunday night, at a cockt hosted by the Nehi Bottling C by the registration of an expec or more convention guests.

Delegates will be welcomed morning by Elmer Hecht of MPEOF president, and by Haydon Burns, followed by keynote speech and by a panel tributors, with Fred Hull, branch manager, serving as mo The Coca Cola Company will Monday luncheon and Irving Filmack Trailer Co., Chicago a York, will present a lady's doc The main luncheon speakers a as Ernest Stellings of Charlotte TOA president, and Herman New Haven, Conn., TOA counsel.

Louis J. Finske, local presi Florida State Theatres, will a Monday afternoon advertisi publicity forum, assisted by Ronnie Otwell, Martin Theat lumbus, Ga.; Jimmy Gaylor Drive-Ins, Troy, Ala.; and Moses, M-G-M, Atlanta. Carl president, Motion Picture Ad Co., will be the host at a night cocktail party.

Concessions Workshop Tue

On Tuesday morning, Van Miami, Wometco head of con will be chairman of a worksh sisted by Bob Harris, Phil Lo James Hoover.

The Tuesday luncheon, sp by Joe Hornstein, Inc., United Supply, Wil-Kin Theatre Supp tional Theatre Supply, Sout Theatre Equipment and Dixie Service and Supply, will be u chairmanship of Robert Daug Haines City, Floyd Theatres e with Sam Pinanski of COMPO leader, outlining C long-range program for furth fication of the motion picture i

A closed business meeting annual MPEOF election of off scheduled for Tuesday aftern lowed by a cocktail party Benton Bros. Film Express as

George Jessel will be toastm the closing banquet Tuesday

Strange Noises Intrude At 'La Strada' Showing

Patrons at the Trans-Lux 5 Theatre here were startled la day afternoon during the sho "La Strada" when strange voi irrelevant conversations bega ing out of the theatre's loud between 3 and 4 o'clock.

Engineers could find no c the condition, although it wa ent that the amplifier system way was picking up amate calls from around the countr blamed the occurrence on f mospheric conditions, pointing there is high sunspot activity time.

All News That News

MOTION PICTURE DAILY

Concise and to the Point

, NO. 82 NEW YORK, U. S. A., FRIDAY, OCTOBER 26, 1956 TEN CENTS

mous Opinion

erseRuling Anti-Trust t Vs. NSS

ate Court Finds t Poster-Renters

pecial to THE DAILY

DELPHIA, Oct. 25.—The rt of Appeals here today re- e decision of lower courts ational Screen Service over rust suit brought by seven ters, issuing a unanimous n favor of the company. ver courts had granted sum- dgment against National ith respect to its exclusive with distributors for stand- sories. The appellate court t the contracts were not il-

Continued on page 2)

aunching Jackter Drive Nov. 1

estic sales drive in honor of kter, Columbia Pictures' as- neral sales manager, to run . 1 un- 7, was d yes- by A. e, the 's gen- s man- e name for the "Hey,

Rube Jackter

is an- ement, e said innovation for Columbia in 's drive will make salesmen

Continued on page 2)

ton in Film Pacts d 'Iron Curtain'

ain obstacle to the distribu- American films in Soviet the Soviet demand that an mber of their films be shown audiences in the U.S., ac- to an Associated Press re- n Moscow, which said that nston, president of the Mo-

Continued on page 3)

Set Meet for Loew's TV Division Nov. 5-6

Acquisitions of television stations, sales of feature product, cartoons and shorts to tv, plus new production plans will be important topics at a two-day meeting of Loew's, Inc., television division to be held here Nov. 5-6, with Charles C. (Bud) Barry, vice-president in charge of television operations, presiding.

Barry said yesterday that his department has thus far sold the Loew's pre-1948 film library to 18 stations throughout the country for $25,000,000 and that the company has acquired stock interests in two tv stations, in Los Angeles and Denver. "We are currently negotiating with

(*Continued on page 6*)

Sees 'Drastic' Changes In TV Net Practices

A drastic overhauling of television network broadcasting, which will be "evolutionary rather than revolutionary," was predicted yesterday by Raymond E. Nelson, vice-president and general manager of National Telefilm Associates, in a speech to the Metropolitan Advertising Men's Club at the Carl Fischer Auditorium here.

Nelson said that a system of broadcasting "devised to meet the program and economic needs of the 1920's was unsuited to the realities of television in the 1950's" and cited examples to prove that stations not interconnected by coaxial cable can compete success-

(*Continued on page 6*)

DeBra Heads MPAA Group

Arthur H. DeBra, director of the Community and Exhibitor Relations Department of the Motion Picture Association of America, has been appointed to serve as chairman of the National Promotion Committee, it was announced here yesterday by Kenneth Clark, MPAA vice-president.

Arthur DeBra

This committee will work with all of the member companies on national tie-

(*Continued on page 6*)

Todd's '80 Days' to Bow in 8 Cities This Year

Michael Todd's production of "Around the World in 80 Days," in the Todd-AO process, will open in Miami Beach, Fla., on Thanksgiving and in seven other key cities on Christmas, it was announced here by Bill Doll & Co., who are handling the major part of the promotion for the picture.

The picture will be the Yule at-

(*Continued on page 2*)

Italian Government Film Agency Plans New Branch in the U. S.

By DR. ARGEO SANTUCCI

ROME, Oct. 22 (By Air Mail).—Unitalia, government agency for the promotion of Italian films abroad, will open its own branch in the United States. President is Eitel Monaco, who is also head of the Italian film industry association. Unitalia presently has branches in Paris, London and Madrid, and correspondents in 12 other countries, including South America, Germany and Japan. It is also the agency which organizes the "Italian Film Weeks" abroad, one of which is now being held in Russia. Similar ones are scheduled to be sponsored in Greece, Hungary, Hong Kong, Singapore, Karachi and New Delhi.

The opening of the new branch of Unitalia in the United States, probably in New York, is connected with the expansion of the organization decided upon by state undersecretary Giuseppe Brussacca. His secretary, Dr. Lidio Bozzini, has been appointed a member of the managing committee of the agency. The decision is also connected with changes in the organization of IFE, which has had charge of the promotion of Italian films in the U.S. and Canada up to now.

Dr. Emanuele Cassuto has been confirmed as general director of Unitalia.

Early November

MPAA to Ask Exhibitors to Business Meet

Coordination Committee Will Make Arrangements

By LESTER DINOFF

Representatives of the Council of Motion Picture Organizations and national and regional exhibitor groups will be invited by the Motion Picture Association of America to attend an industry meeting in early November at which they will be apprised of the MPAA's six-point program to boost the box office.

The industry meeting would be set up by the MPAA business-builders co-ordination committee, which is chairmanned by Spyros P. Skouras, president of 20th Century-Fox.

The business builders group will meet here next Thursday to hear a report from Roger H. Lewis, chairman of the Advertising and Publicity

(*Continued on page 6*)

Pinkham Appointed NBC Adv. Vice-President

Richard A. R. Pinkham has been appointed vice-president in charge of advertising for the National Broadcasting Co., Robert W. Sarnoff, NBC president, announced yesterday. For the past year and a half, Pinkham has been vice-president of television network programming. In his new position he will "work closely with both radio and television programming and sales executives in the development

(*Continued on page 6*)

U.A., Technicolor Join In 'Carlo' Promotion

From THE DAILY Bureau

HOLLYWOOD, Oct. 25—Technicolor and United Artists are planning a joint promotion of "The Monte Carlo Story," Marlene Dietrich-Vittorio de Sica vehicle, as the first film to be released in "Technirama," new Technicolor process involving the use of film traveling horizontally in the camera and whose wide negative is then reduced to 35mm.

PERSONAL MENTION

JOSEPH VOGEL, president of Loew's, Inc., is expected to leave New York over the weekend for Hollywood.

ALFRED E. DAFF, Universal-International executive vice-president, will return to New York over the weekend from Hollywood.

CHARLTON HESTON will leave Hollywood at the weekend for New York.

HARRY MANDEL, national director of publicity and advertising for RKO Theatres, has returned to New York from Bermuda.

HENRY RONGE, Warner Brothers general manager in Peru, has arrived at the Burbank studio from Lima.

SOL SIEGEL, producer, will arrive in New York today from Hollywood.

HERBERT H. GREENBLATT, RKO Radio Western sales manager, has left New York for a tour of the company's Midwest and Western exchanges.

C. S. SIMPSON, of American International Corp., Chattanooga, has returned there from New York.

ABC May Enter Color TV in Fall of 1957

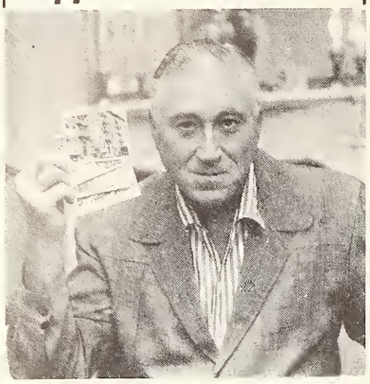
CHICAGO, Oct. 25.—The American Broadcasting Co. will probably go into color television broadcasting in the fall of 1957 if color tv set sales boom in November and December of this year, it was announced here by Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres.

ABC is now altering stations in Chicago, New York and Los Angeles for the broadcasting of color programs, Goldenson said.

Whitney, Cooper to N.Y.

HOLLYWOOD, Oct. 25—C. V. Whitney and Merian C. Cooper plane to New York tonight to attend an audition tomorrow of John La Touche and Douglas Moore's opera, "Ballad of Baby Doe," for the purpose of determining the producers' interests in pre-production rights. Robert L. Benedick, producer of "The Healing Woods" for the Whitney organization, flies to New York Sunday to join Whitney in checking the Adirondacks for location sites for the picture starting this week.

Lang—Researcher and Supporter of Glamour



M. P. DAILY Picture

By FLOYD STONE

The gentleman you see holding pictures is Walter Lang, a director and meticulous fellow, who believes greatly in research. Originally from Tennessee, he has been exploring Brooklyn, and the pictures are those he made during two weeks in the borough the world knows so well.

Lang is the director for 20th-Fox's "A Tree Grows in Brooklyn," which will reach the screen sometime next year, perhaps in 55mm CinemaScope, and certainly it will be as big as his latest product, "The King and I."

He had a few words the other day for the industry, before returning to Hollywood. They began with research and ended with "glamour."

The research he does is part of the business these days of working harder, or "cutting before the picture." He insists he and all his studio craftsmen know these days it isn't enough to "make a movie," that you have to make them bigger and better than the competition. And that while doing it, more than ever, you have to eliminate the waste.

The "glamour" he talks about is part of bigness, and basically entertainment. It has to do with pictures and their stars.

Realism and "offbeat" is not enough; people have realism all their working hours; they want gaiety and they want perhaps some fantasy; and they want it with the glamour which always was in this business its attraction and keystone.

Lang while in New York discussed several projects with president of the company, Spyros Skouras, talked of the casting and writing of "Tree," and saw 55mm CinemaScope projected from the original negative. The difference is in his estimation startling and the effect stupendous, and he hopes theatre owners may be willing and able to invest in necessary equipment.

Of Brooklyn, he commented, until now he was unfamiliar with it. And he was surprised to see so many trees growing.

Ruling Upset

(*Continued from page* 1)

legal and that the company's business growth to national predominance "was not illegal in itself."

The seven poster-renter plaintiffs were Charles Lawlor of Philadelphia, Morris J. Lipp of Chicago, Benjamin Siegel of Washington, Jay Schrader of Charlotte, Dave Mitchell of Dallas, Jacob Riff of Boston and Harry Vogelstein of Washington.

The upper court said in its opinion: "Exclusive claims are not *per se* violations of the anti-trust laws and are not permitted in circumstances where the facts disclose a course of conduct and reasonableness of action not prohibited by the anti-trust laws."

The court held that even a dominant position by the company does not make it a monopoly if it reached that position by natural economic growth.

Distributors Quoted

In analyzing the growth of National Screen, the superior court referred to affidavits of motion picture distributor executives. The business men stated to the court that, prior to National Screen's stepping into the standard accessory field, a number of producers who had made their own accessories had lost money.

On the matter of exclusive contracts between National Screen and producers for the privilege of manufacturing standard accessories, the court found that these agreements were made over a period of different years and independently of one another.

The opinion cited affidavits that "clearly indicate that each producer-distributor entered into its agreement with National Screen independently for legitimate business reasons related to its own enterprise."

Court Costs to N. S.

The court directed costs to be paid to National Screen by the poster-renters, and dismissed the appeals which the plaintiffs had taken from certain parts of the lower courts' judgments. The court sent the case back for trial.

Louis Nizer and Walter S. Beck represented National Screen on the successful appeal.

Herman Robbins, chairman of the board of National Screen, issued the following statement: "The Court's analysis of National Screen's enterprise and business conduct is completely gratifyng and a vindication of National Screen's contentions."

'Hit and Run' to U.A.

HOLLYWOOD, Oct. 25—United Artists has taken over for distribution in 1957 Hugo Haas' production of "Hit and Run," starring Cleo Moore, Haas and Vince Edwards. Haas also directed the melodrama, made earlier this year without a release date set as yet.

Daylight Saving Time Over This Weekend

Daylight Saving Time ends cially in the East this Sunday n ing at 2 A. M., when the clocks be turned back one hour.

Jackter Driv

(*Continued from page* 1)

eligible for individual awards though their branches do not sco the competition.

The initial section of the drive be a unit competition based on shipments, which will close on 28. Prizes will be awarded to personnel of branches which top established quotas and those bra which score in excess of 90 per of quota. In addition, salesmen high individual records also wi rewarded.

Spurred by Jack Cohn

In a comment on the new executive vice-president Jack Coh whose honor last year's Columbia was conducted, urged the comp sales organization to outstrip last record.

In keeping with the title o drive, all promotion material will a circus theme. Throughout the a special internal house organ, Barker," will be distributed reg throughout the organization.

Todd's '80 Days'

(*Continued from page* 1)

traction in Los Angeles, Balti Houston, Dallas, Detroit, Kansas and Denver, it was reported. Year's week openings are sche for Chicago, San Francisco and not-yet-definite locations.

United Artists is releasing the duction, but its role in the dis tion of the picture is not clearl fined. The Todd organization w most of the handling of the Tod version, and CinemaScope print not expected to be made and rel "for about two years," accordi a spokesman.

Gross receipts from box offic advance sales at the Rivoli Th here from last Saturday th Wednesday were reported at 000.

NEW YORK THEATI

RADIO CITY MUSIC HAL
Rockefeller Center
"TEA AND SYMPATH
starring
DEBORAH KERR • JOHN KER
In CinemaScope and Metrocolor
An M-G-M Picture
and SPECTACULAR STAGE PRESENTAT

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. V Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope William nup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturday days and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York N. Y. under the March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

IT Managers Win ion Trips in Contest

From THE DAILY Bureau

ANGELES, Oct. 25—Five managers have won a Hawaiation in the circuit-wide showontest by National Theatres. anagers are William Dumond, l Centro, Calif.; John Fred- Wilson, Fresno, Calif.; Dick Fox, Billings, Calif.; Willis Everett, Wash., and Willis Fox, Hutchinson, Kans.

winners and their wives will sts of 20th Century-Fox studios cheon Monday and Elmer C. and Frank H. Ricketson, Jr., ne them that night. On Tuesey leave for Hawaii.

Aboaf Month Drive eds Figures of '55

he first three weeks of Aboaf the five-week October sales onducted by Universal-International overseas branches honoring general manager Americo have exceeded the comparable world grosses of the company ar by substantial percentages, reported yesterday.

he first week of the drive, the s branches topped the com- week last year by almost 25%, stated. Aided by the simultaneelease of "Away All Boats" in cities in Latin America and Eun Columbus Day, the increase e previous year was accelerated rther in the second and third weeks.

Aboaf Month Drive reaches its sion on Nov. 3, simultaneously he end of the company's fiscal

nston Agreements

(Continued from page 1)

icture Export Association, had ere.

tative agreements, however, are d to have been made whereby an films will be exported to , Hungary and Czechoslovakia, he former nation agreeing to 30 productions a year for the ree years.

AP report said Johnston ex- the possibility of selling U.S. with several Soviet Government s and that no agreement had reached, but that "the groundfor future negotiations had laid."

Preparing 25

ependent production for United release is going full blast, the ny reports, with 25 films curin work before the cameras and cutting room. Of these films domestic productions and the ning five are being made in e.

REVIEW:

The Girl He Left Behind

Warner Bros.

BRIGHT AND LIVELY as a button, this carefully tooled and well mounted picture is a natural for American youth and—importantly from an exploitation standpoint—the United States Army. It is a service picture but positively not a war picture and it compares favorably with the best of the service pictures to date. Adding greatly to its freshness and novelty are the appearance of a number of new faces, all giving promise of making a lasting impression on the box office.

Appearing in able support of Tab Hunter and Natalie Wood, who here give further evidence of impressive progress on the road to fame, are Henry Jones, Murray Hamilton, Alan King and David Janssen, all in comparatively minor roles but giving the kind of performances audiences will remember.

The story is from Marion Hargrove's book of the same name and its treatment by veteran director David Butler and producer Frank Rosenberg preserves the half comic, half serious atmosphere of the original. Hunter is the spoiled and indolent but charming and competent college student who fails in his studies when he is jilted by Miss Wood who insists on his acquiring a sense of responsibility.

Drafted into the peacetime Army, Hunter hates it and while staying within regulations does everything to rile his officers. Hamilton is the platoon sergeant who takes Hunter as a personal cross and eventually succeeds in taming him. The picture ends with Hunter a real soldier, giving his all to the Army's high morale.

A romantic scene between Hunter and Miss Wood, marking their reconciliation, is remarkably frank, even for these days, but the rest of the picture is at a very high level of entertainment. The dialogue, especially, has a freshness and an Army flavor that will bring a smile to all GI's.

The picture is in black and white but definitely not to its detriment. Running time, 103 minutes. General classification. For October release.

JAMES D. IVERS

A. A. Will Honor Wyler With a Party for 500

From THE DAILY Bureau

HOLLYWOOD, Oct. 25—As part of the tribute to William Wyler, Allied Artists will be host at a buffet supper for 500 industry leaders and stars at the Beverly Hills Hotel on Tuesday night following the premiere of "Friendly Persuasion" at the Fox Wilshire Theatre.

The arrangements committee includes Samuel Goldwyn, Charles Brackett, Steve Broidy, Bette Davis, Sidney Franklin, Y. Frank Freeman, Greer Garson, Gregory Peck, David O. Selznick and George Stevens.

UA Medical Award

United Artists yesterday was honored for its employee medical program by the Occupational Health Institute, which awarded the company its "Certificate of Health Maintenance." The presentation in the UA home office marked the first time that any organization in the entertainment industry has been so honored, it was stated.

Doing 'Solid' Business

Columbia's "The Solid Gold Cadillac" has opened to "solid" business at the Victoria Theatre, the company reported yesterday. Wednesday's opening day figures of $4,700 were added to yesterday by good matinee business that had more than $1,100 in the till by 3 P.M., it was said.

Sept. Cash Dividends Same as Last Year's

WASHINGTON, Oct. 25.—Publicly reported cash dividends paid by industry companies in September, 1956, totaled $3,842,000, the same as that paid in September, 1955, the Department of Commerce reported.

Although the total amount of dividends paid out in the first nine months of 1956—$21,603,000—appears to be lower than the amount paid in the comparable 1955 period—$21,940,000—a Commerce Department spokesman said the 1956 total is actually higher. He explained that the 1955 figure included an arrears payment by one company of over $900,000, an amount which would not be paid this year.

Honor DeMille Today

CHICAGO, Oct. 25—Some 1,200 Chicago business executives, prominent clergymen, educators and civic leaders will gather at the Hotel Morrison here tomorrow to pay tribute to Cecil B. DeMille, as producer of "The Ten Commandments." The luncheon is one of several that have been and will be held in various major cities throughout the country by prominent citizens to pay tribute to the veteran film maker.

. . . NEWS ROUNDUP

'Shark' Premiere Tomorrow

Samuel Goldwyn, Jr.'s CinemaScope production of "The Sharkfighters" will have its world premiere at Loew's State Theatre in Norfolk, Va., tomorrow. In a city-wide tribute to the film, which United Artists is releasing, Saturday will be designated "Miss Navy Day." Focal point of much of the promotion will be Karen Steele, who co-stars with Victor Mature in the picture.

■

CS 'Oklahoma!' Dates

Two additional first engagements of Rodgers & Hammerstein's "Oklahoma!" in CinemaScope, on a continuous performance, popular-priced basis were reported by 20th Century-Fox, its distributors. The attraction will bow Nov. 2 at the United Artists Theatre, Detroit, and in Cleveland, on Nov. 9 at Loew's Stillman Theatre.

■

'Battle Hymn' Promoted

McGraw-Hill this week launched its national advertising and publicity campaign on the book "Battle Hymn," which Universal-International has made into a film starring Rock Hudson, scheduled for release early next year. Written by Col. Dean E. Hess, it tells the story of a clergyman turned fighter pilot in Korea. The film is in CinemaScope and Technicolor.

■

'U' Readies Detroit Exchange

Universal Pictures, which will be the third company to erect its own exchange building in Detroit, will open the new structure in late November or early December, according to Dick Graff, branch manager. The other two distributors owning their own buildings are 20th Century-Fox and Paramount.

■

'Brave One' Bows Tonight

The King Brothers' "The Brave One," which RKO Radio is distributing, will have its world premiere tonight at the Four Star Theatre in Los Angeles.

Goetz to Do TV Series

William Goetz, independent producer whose films are released through Columbia Pictures, will enter the television field with a new series, "The Book of Books," which he will produce for Screen Gems, Columbia subsidiary. Ralph Cohn, president of Screen Gems, in making the announcement yesterday, stated that Goetz will continue to produce his theatrical films for release through Columbia.

BIG BOX

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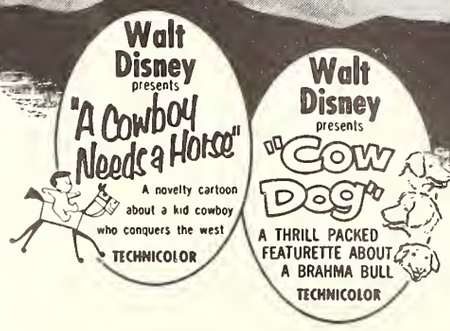

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For the first time on the Screen . . . All the wonders
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A TRIP TO

Disneyland

USA

CINEMASCOPE TECHNICOLOR

MPAA to Ask

(*Continued from page* 1)

Directors Committee, on reaction to the six-point program by the Association of Motion Picture Producers, the Academy of Motion Picture Arts & Sciences, guilds and other interested parties in Hollywood who were informed of the MPAA program this week. The studio heads and their advertising-publicity executives, who will meet on Monday evening to further investigate and study the MPAA program, have been reported as "enthusiastic" and "favorably inclined" thus far, according to an MPAA official.

The MPAA six-point program includes a "Hollywood Press Conference," an industry market survey, an "Oscar Derby" contest, executive field trips, revised advertising billings, and an institutional advertising campaign.

For Everyone, Says Clark

The program is designed to build business for everyone in the industry —"exhibitors, distributors, producers —everyone," Kenneth Clark, MPAA vice-president, declared here yesterday.

"Our companies are now in the process of discussing and refining a program. At the earliest feasible moment we will, of course, consult with our exhibitor friends and we hope we can all go forward as a team.

"We recognize that no program of this kind can succeed unless there is team work, cooperation and the unified support of all groups in the industry."

Women's Group Head Hails Studio Workers

"Too much publicity is given the sensational news from Hollywood and not enough to the everyday matter-of-factness in the film capital," is the contention of Mrs. Clara Edwards, chairman of motion pictures for the National Council of Women of the United States.

Mrs. Edwards recently published an article in the Bronxville, N. Y., Women's Club publication, "The Villager," in which she describes her latest trip to Hollywood and praises the industry and commonsense outlook of studio workers, including actors.

Foreign Film Groups Producing in Israel

TEL AVIV, Oct. 22 (By Air Mail). —Two foreign film units arrived in Israel this week to produce motion pictures for distribution in other countries. Lord Russell of England, author of "Scourge of the Swastika," arrived with his director, Michael Brandt, to shoot a picture for the television market in England, the U.S. and France.

A company from Norway is here to make a 35-minute featurette entitled "Let Israel Live!" for distribution among the Scandinavian countries and later release throughout Western Europe.

REVIEW:

The Sharkfighters

Samuel Goldwyn, Jr.—United Artists—CinemaScope

WORLD WAR II research by the U.S. Navy to find shark repellents for use by pilots downed at sea is the basis for this swift and exciting Technicolor production. Done in semi-documentary style, it has, in addition, all the tension of a thriller. It also has brevity which assures its excitement is not dulled by unnecessary footage.

Victor Mature is the only "name" in the cast, playing the part of the officer in charge of a research station. Producer Samuel Goldwyn, Jr. believes in promoting new faces, and he has two likely comers in James Olson and Karen Steele. Olson gives a restrained and skillful performance as the young ensign stuck in shore duty while yearning to be "on a battleship storming into Tokyo Bay." Miss Steele, as the patient and understanding wife of Mature, is more than capable as a beautiful girl, which is about all that the role demands of her.

The film was shot on the Isle of Pines, off the coast of Cuba, and the setting provides much colorful background for the story. Mature is sent to a small experimental station to get faster action from the group. He is obsessed with a hatred for sharks, having lost several crewmen to the maneaters when a ship of his was torpedoed. As a result he alienates the nominal research director, Philip Coolidge, by rushing through the tests in his impatience to find an effective repellent.

He is sure that a copper acetate compound which has protected pieces of tarpon in the water is the answer, but he is stunned when it fails to save a native boy who accidentally falls into the shark-infested area during the final test. A new solution of acetate and the inky fluid of octopi seems more effective, but Mature is driven by his obsession to test it with a man in the water—himself.

Attached to the boat by a life line, Mature drops into the sea and treads water amid a patch of black repellent. As one dreadful fin after another cuts through the water to circle the experimenter, the climactic scene reaches a terrific height of nail-biting tension. As the sharks glide by his churning shoes in an underwater shot, viewers will be unconsciously drawing their own feet up off the floor.

The solution works, although there is one final, ultimately terrifying instant when a shark snags the life line and momentarily drags the man out of the protective pool.

Direction by Jerry Hopper is very good, and the musical score, composed by Jerome Moross, is excellent.

Running time, 73 minutes. General classification. For November release.

GUS DALLAS

Pinkham Named

(*Continued from page* 1)

of promotional plans for all NBC activities," Sarnoff said.

Pinkham will report to Kenneth W. Bilby, vice-president, public relations. Reporting to Pinkham will be the national advertising and promotion division, which includes on-the-air promotion, newspaper and magazine advertising, the NBC art department and sales promotion; the exploitation division, guest relations and guided tours.

Set Buena Vista Tour

A 32-city publicity tour, covering key situations in New England, the east central states, the south, the southwest, the midwest, and cities as far west as Denver and Salt Lake, has been set by Buena Vista in connection with the Thanksgiving and Christmas engagements of Walt Disney's "Secrets of Life" and "Westward Ho the Wagons!" Bob Dorfman, BV's exploitation manager, along with Ed Hale and Phil Conway, company fieldmen, will leave on Monday, dividing the cities among them.

Loew's-TV Meet

(*Continued from page* 1)

three other stations for stock interests," he added.

The Loew's executive said that the two-day sales meeting will be "to review our operations thus far, to discuss our problems, and to chart our future course. He have set a goal of 100 markets for complete library sales and, at our sales meeting, will also consider a detailed plan concerned with pricing and sales policies for the over 1,000 cartoons and shorts to be sold to television."

Barry said that production would also be discussed, with plans for forthcoming half-hour and one hour television film series to be presented. Among these is a series based on "The Thin Man."

L. D. Wicklund Dead

PORTLAND, Ore., Oct. 25—Lawrence D. Wicklund, 58, formerly manager of the Metropolitan Theatre, Seattle, and active in the formation of the theatre stage employees local, died at his home here following a heart attack.

DeBra Head

(*Continued from page* 1)

ins and as a central source fo new promotional programs.

The National Promotion Con tee will serve as a clearing hous suggestions, promotional ideas business-building plans which be received from any group w the industry.

Member companies have appo the following to represent ther this committee: Lars McSorley lied Artists; Harold Danzinger, umbia; Emery Austin, Lo George Fraser, Paramount; Be Ross, Republic; Alfred Stern, Radio; Rodney Bush, 20th Cen Fox; Lige Brien, United Artists; Evans, Universal, and Jack Kin Warner Bros.

Cinerama to Clevela Miami Beach; Total

A period of eight weeks beg Tuesday will see an expansion of rama in this country, with new tre openings in Cleveland and Beach. This will raise to 28 the number of theatres here and a equipped for the screen process

Six additional cities—Atlanta, homa City, San Francisco, C and Washington—will see the pre of the second or third Cineram ture, Louis de Rochemont's "Cin Holiday" and Lowell Thomas' " Wonders of the World," during t mainder of this year.

"This Is Cinerama," the first p tation, will inaugurate the film p at the Palace Theatre in Clevela Nov. 14 and the Roosevelt T in Miami Beach on Dec. 5. The Theatre in Atlanta and the V Theatre in Oklahoma City begin ings of "Cinerama Holiday" on day and Nov. 8.

Openings of "Seven Wonders World" at the Orpheum in San cisco on Nov. 20, the Palace T in Chicago on Dec. 12 and the V Theatre in Washington Dec. 19 13 of the 21 Cinerama theatres United States showing the newe duction.

Sees 'Drastic' Chang

(*Continued from page* 1)

fully for tv viewers and adve dollars.

Latest figures of the Broadc formation Bureau reveal that fiv of film are now being aired for hour of live programming on n and independent stations alike, added, "proving that stations ha come less dependent on the k shows necessitating cable link stations."

Nelson predicted that the n trend would be in the direction on a coordinated basis, with wir connection confined to special casts. This, he said, would the group strength of netwo make possible a more realistic sion economy for network, stat advertiser.

IT'S *Great* TO BE A *Friend!*

You'll be a Friend to thousands upon thousands —and they'll be a Friend to you —by supporting our Industry's own tuberculosis hospital where NO CHARGE is ever made to patients. Everyone in our industry is eligible.

Sponsored and Operated by the MOTION PICTURE INDUSTRY for the Entire Entertainment World

Support it with your CHRISTMAS SALUTE contribution . . . NOW!

All patients are from Amusement Industry.
More than 1500 TB cases have been cured.
Successful in 94% -plus of our cases.
Most pleasent living conditions for patients.
No finer care and treatment anywhere.
Constant Research.

WILL ROGERS MEMORIAL HOSPITAL and RESEARCH LABORATORIES, *Saranac Lake, N. Y.*

NATIONAL OFFICE: 1501 BROADWAY, NEW YORK 36, N. Y.

ONCE-A-YEAR Time to help your Industry Friends

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Will Rogers Hospital gratefully acknowledges the contribution of advertising production by Paramount Pictures, and of space by this Publisher

ACTION! SPECTACLE! THE WAY THE FANS LOVE IT!

SAVAGE GUERRILLA WARFARE...FILMED ON LOCATION IN THE PHILIPPINES!

HUK!

SEE! THE SEA OF FIRE!

SEE! THE SAVAGE TORCH ATTACK!

SEE! THE FANTASTIC "HUK SHOOT"!

SEE! THE REBEL ARMADA!

SEE! THE BEACH-HEAD AMBUSH!

SEE! UNDERWATER DEATH STRUGGLE!

"SHOULD BRING STRONG BUSINESS IN THE ACTION SPOTS!"...Boxoffice

All News That News

MOTION PICTURE DAILY

Concise and to the Point

, NO. 83 NEW YORK, U. S. A., MONDAY, OCTOBER 29, 1956 TEN CENTS

r Problems'

›res Small m Rentals · Cartoons

Also Cites High ction Costs Today

LESTER DINOFF

(Picture on Page 7)

nd continually rising produc-, coupled with low rentals, problems which "will one the cartoon producers out ss," in the opinion of veteran Walter Lantz and his repre- Budd Rogers. They said in conference at the weekend, "exhibitors appreciate the nent values in cartoons and it they do not want to pay "

head of Walter Lantz Pro- which releases through Uni- tures, believes that the pres- rental for a cartoon, which about $3.50 per booking, e increased "to a $10 per minimum, but I'll be satisfied uld just get a 50 cent in-

dustry veteran said that he is Continued on page 7)

l 40-Foot Presley nes Sq. Ceremony

oot figure of Elvis Presley, make his film debut in 20th Fox's "Love Me Tender," iled above the marquee of nount Theatre in a crowded uare yesterday.

owd was spotted with teen- ving placards and shouting : "Let Elvis Live!" Presley ontinued on page 6)

rt Named Eastern Teleradio Manager

re W. Herbert, an account with the Mutual Broadcast- m, has been named eastern nager for the General Tele- ned-and-operated radio and s, it was announced at the ontinued on page 6)

NTA Sold 20th-Fox Films In 140 Television Markets

The 20th Century-Fox package of 52 pre-1948 feature films has been sold by National Telefilm Associates in over 140 television markets in the U. S. according to Harold Goldman, NTA vice-president of sales.

The NTA official said that the 20th-Fox package has brought in over $3,-500,000 in sales thus far.

Ryder, Technical Head Of Paramount, Leaving

From THE DAILY Bureau

HOLLYWOOD, Oct. 28.—Loren L. Ryder, Paramount technical head, who has been with the company since 1929, has resigned as head of studio's sound department to devote more time to outside business interests, including Ryder Sound Services and Magnetic Sales Corp. He will be retained by Paramount as technical consultant to Y. Frank Freeman, vice-president and studio head.

Ryder will remain as sound department head, however, until a successor is named.

Schaefer to Fields in Production-Distribution

From THE DAILY Bureau

HOLLYWOOD, Oct. 28.—George J. Schaefer has been set as production-distribution executive for Fields Productions, independent production company headed by Ralph Fields, whose first picture will be "Anniversary Waltz."

TOA Meeting On Director

Special to THE DAILY

JACKSONVILLE, Oct. 28.—National officers of the Theatre Owners of America will hold a special meeting on their continuing efforts to employ an executive director while attending the three-day convention of the Motion Picture Exhibitors of Florida, TOA affiliate, opening at the Roosevelt Hotel here today.

National officers attending include Ernest G. Stellings, president; Samuel Pinanski, honorary chairman of the board; Albert M. Pickus and Horace Dennings, vice-president; George G. Kerasotes, chairman of the executive committee; S. H. Fabian, treasurer; Mitchell Wolfson, chairman of the finance committee; and Herman M. Levy, general counsel.

Activities for the MPEOF meeting

(*Continued on page* 6)

Loew's Opens 1st Twin Drive-In in Australia

Special to THE DAILY

SYDNEY, Australia, Oct. 28.—Loew's International has opened a new drive-in theatre in Chullora, a suburb of Sydney, called the Metro Twin Drive-In. It is Loew's first Australian drive-in and the first twin drive-in to be constructed in the country. The capacity is 1,400 cars.

The opening of the drive-in here brings to 54 the world-wide circuit of Loew's International, which includes both the conventional and outdoor theatres. The circuit opened two other operations this month.

Television Today

IN THIS ISSUE Page 9

► **Selling color to the national advertiser—NBC's Telesalesmen put on a show for the Association of National Advertisers, convening at the Drake Hotel in Chicago.**

► **Passing in Review—candid comments on the week's shows.**

► **Who's Where—and with what companies.**

For Mutual Aid

MPIC and ABC Discuss Joint TV Web Show

Reagan Group Will Meet With MPAA and AMPP

From THE DAILY Bureau

HOLLYWOOD, Oct. 28.—The Motion Picture Industry Council and executives of the American Broadcasting Co., headed by Leonard Goldenson, are discussing a joint cooperative venture for a television network program which would benefit the theatre boxoffice while providing quality tv entertainment, it was announced on Friday.

As a result of a wire from Goldenson confirming that such talks are under way, MPIC president Ronald Reagan last night at a dinner meeting appointed Jerry Wald, public relations committee chairman of the council, Steve Broidy and Lou Greenspan,

(*Continued on page* 6)

Austrian Film Industry Planning Gov't Unit

Special to THE DAILY

ROME, Oct. 24 (By Air Mail).—Like other European countries, the film industry in Austria is planning to have its own government organization for the promotion of its product abroad, it has been learned here.

The name of the new organization, which is expected to be activated in the coming months, is Uni-Austria.

The most important task of the agency will be, in addition to the promotion of Austrian productions, the organization of "Film Weeks" abroad and the export of Austrian pictures.

Texas Drive-In Owners To Meet Distributors

AUSTIN, Tex., Oct. 28.—Problems confronting drive-in theatres will be discussed in conferences between a delegation from the Texas Drive-In Theatre Owners Association and motion picture distributor representatives in New York in the near future, it

(*Continued on page* 6)

PERSONAL MENTION

SPYROS P. SKOURAS, president of 20th Century-Fox, returned to New York at the weekend from Hollywood.

•

PAUL N. LAZARUS, JR., Columbia Pictures vice-president in charge of advertising-publicity, will return to New York today from the Coast.

•

WILLIAM DOZIER, RKO Radio vice-president in charge of production, and MRS. DOZIER will leave Tokyo today for Hong Kong en route to Thailand.

•

ROGER H. LEWIS, United Artists national director of advertising-publicity, will return to New York today from Hollywood.

•

JOSEPH G. ALTERMAN, assistant secretary of Theatre Owners of America, has left New Haven, Conn., with his family for Florida.

•

JULES B. WEILL, of Colorama Features, Inc., and GEORGE CAPUTO, of International Sound Studios, left here Saturday for Europe.

•

HELEN AINSWORTH, producer, has arrived in New York from the Coast.

•

MRS. TILLIE SHAPIRO, of Southern Poster Exchanges, has returned to her Atlanta headquarters following a trip to New York.

New 'Scoundrel' Date

The New York premiere of Charles Martin's "Death of Scoundrel" at Loew's State has been pushed back to Nov. 5, it is announced by Walter Branson, vice-president in charge of world-wide distribution for RKO, which is releasing the drama. The opening previously had been set for November 2.

Sign 5 for 'Mankind'

HOLLYWOOD, Oct. 28.—Ronald Colman, Hedy Lamarr, Marie Wilson, Charles Coburn and Yvonne DeCarlo have been signed for starring roles in "The Story of Mankind," Irwin Allen production for Warner Brothers. Vincent Price, Sir Cedric Hardwicke and Peter Lorre were previously signed.

'Anne Frank' to Fox

HOLLYWOOD, Oct. 28.—Film rights to "The Diary of Anne Frank," the current Broadway stage play, have been acquired by 20th Century-Fox.

EDITORIAL

Sneers, Not Cheers

By James D. Ivers

NO SEGMENT of this industry is so important of itself that it can afford to sneer at any other. That is a truism that ought to be self-evident but sometimes isn't.

Particularly irresponsible was a four-column lead story in a Hollywood paper early this week which referred in a sneering headline and a deprecatory story to the Motion Picture Association's exploration of ways and means to boost attendance at the theatre. The story gave all of the reasons against, none for, and without quoting anyone sharply criticized not only details of the various points presented but also the manner of their presentation.

No stand, of course, can be taken against constructive criticism. There is plenty of ground for criticism of various aspects of the MPAA plan staying well within the framework of what the critic or critics believe to be the best interests of the industry.

But savage condemnation on a wide scale of the entire scheme without a trial or apparently even a hearing is destructive criticism of an order that should not be tolerated.

With the industry facing the problems that it now faces in the rapidly evolving and transitory world of entertainment, and with its public relations in to say the least a delicate condition, those who would supply its enemies with ammunition are traitors.

Abram F. Myers, Allied general counsel who is not especially noted for his mildness in treating what he considers to be wrong within the industry, earlier this week was critical of the MPAA plan on the ground that up to that time no details had been announced of the machinery by which the business boosting plans were to be presented to exhibitors. It was a point that has since been clarified to some extent. But in conclusion he said, "We, . . . think it would give all industry members a lift, and would give the movies a big boost, if the news could go out that the leaders of all branches are meeting together in a determined effort to put the business back in high gear."

Few will disagree with that.

N.Y. Film Unit Names Public Relations Counsel

The Film Producers Association of New York has appointed Wallace A. Ross Enterprises as public relations counsel to organize and administer an expanded information program on services rendered industry, government and television by New York film companies, it has been announced by Robert Lawrence, president of the association.

FPA includes New York firms in non-theatrical film production, which make industrial, governmental and television commercials. Organized in 1951, it holds regular monthly meetings, negotiates collectively with the various trade unions, and concerns itself with such industry matters as better quality print distribution, color standards, and client relationships.

Ross, founder of "Ross Reports on Television," has prepared an overall schedule of press features on the plus values of New York filming—the pool of skilled performers, technicians and other personnel; exhaustive facilities; and proximity to business, government and advertising head offices. In addition, he will institute such promotional activities as open meetings, trade forums and seminars, awards, a code of good practice, and a membership bulletin.

N.O. Suit Against Para. Returned to Calendar

NEW ORLEANS, Oct. 28.—Federal Judge Ben C. Dawkins, Jr., in a recent written opinion, ordered the lengthy anti-trust suit of Don George et al against Paramount Pictures to be returned to the motion calendar. George died since the suit was filed. It asks $372,000 damages and costs because of "agreements and conspiracy in operating a motion picture business in Shreveport in violation of the Sherman-Clayton anti-trust act."

UA Releasing Five

Samuel Goldwyn Jr.'s "The Sharkfighters" tops the United Artists lineup of five November releases announced at the weekend by William J. Heineman, vice-president in charge of distribution. Completing the month's roster will be "Running Target," "Revolt at Fort Laramie," "The Peacemaker," and "Gun the Man Down."

In England, Ireland

British Li To Distrib For Repul

From THE DAILY Bure

LONDON, Oct. 26 (By C British Lion Films Ltd. will a tribute product of Republic in Grea and Irel der a ne term ag announc jointly t Sir Artl r a t t, Lion m director, Reginal mour, tive vi dent of lic Inter The ag will take effect immediately.

Reginald Armour

British Lion had formerly Republic product until 1950 w latter decided to open its o changes.

At a press conference later welcomed the resumption of Lion distribution, saying it w of "mutual economic advantag

Turning to distribution of R product elsewhere he said that arrangements with Twentieth C Fox are "working successfull will be continued. He said t "stumbling block" to recent n tions with Fox for it to distrib public product in Britain ha the latter's unwillingness to CinemaScope productions excl Republic will continue to use rama, its own anamorphic proc said.

Offers 18 Pictures Annua

Explaining the British Lion ment further, Armour said Re current output of 18 pictures a is "insufficient to maintain an ec cally run distribution organiza Britain."

Victor Green will remain as public representative in the of British Lion. Armour is fly Rome today and will retur Wednesday.

Dowling Chairman

Robert W. Dowling, presid City Investing Company, will chairman of a "cocktail carni be staged in the Jade Room Waldorf-Astoria Thursday for ner, Stevenson and Kefauver. will be no admission charge.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope William nup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturday days and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York N. Y. under the March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

dy Levy der Fire

By WILLIAM PAY

DON, Oct. 25 (By Air Mail). vernment's proposed statutory evy has now come under fire vernment supporters, namely, th-Western Area Council of servative Party. This follows ign by Dennis C. Walls, a sident of the Cinematograph rs Association and owner of mas in the area.

iamentary Backing Given

e council's meeting he moved lution "strongly protesting the departure from Conserva- losophy and principles which result if the proposal of the t of the Board of Trade to a statutory levy upon cinema ors to aid film producers is car- effect. The council, covering iamentary constituencies and ting 2,000,000 Conservative acked him unanimously.

has lately attacked the CEA ing its members in its policy the film levy." One result of been for the Emery Circuit, n Walls is general manager, to the protests by withdrawing A membership.

Remains with CEA

at the present time is also n of the Manchester branch Association of Independent a break-away faction of hibitors, but remains a mem- the CEA. He told reporters e council's decision that "the t of the Board of Trade ell the producers to put their se in order and not demand the exhibitors, finance them."

M. P. DAILY Picture

THEY'RE JUDGES NOW. Winners of the Quigley Awards past and present Friday morning examined managers' showmanship entries. It was the third quarter judging. At the left, Charles Hacker, who out in Milwaukee working for Standard Theatres won the 1947 Award and now is Radio City Music Hall operations manager; and Lige Brien, who won at the Prince Theatre, Ambridge, Pa., in 1939 and at the Enright, Pittsburgh, in 1944, and now is United Artists' manager of special events. Right, John McKim, Odcon Theatre, Ladysmith, British Columbia, 1955 winner for showmanship in small situations; and George Kemp, Montauk, Passaic, 1955 winner for large situations. Their conversation, as you may surmise, was about methods and standards these days compared with those days.

Norman Silverman Head Of Philadelphia Group

PHILADELPHIA, Oct. 28. — Motion Picture Associates have elected the following officers to serve for the coming year: president, Norman Silverman, branch manager for Republic Pictures; vice-president, Joseph Engel, 20th Century-Fox salesman; treasurer, Edward Adelman of N. J. Film Messenger Service; secretary, David Law of Warner Brothers sales.

Elected to the Board of Directors were George Beattie, Alfred J. Davis, William Doyle, Jay Emanuel, Eli Epstein, Maxwell Gillis, Jack Greenberg, David Sipowitz, Lester Wurtele and Milton Young.

Compo Dues Campaign Is Pushed by SCTOA

LOS ANGELES, Oct. 28.—The membership of Southern California Theatre Owners Association has been urged by its president, Harry C. Arthur, Jr., to contribute to the Council of Motion Picture Organizations so that the organization could go ahead with its worthwhile projects.

Wilde Promotes Film

Cornel Wilde, star of Paramount's "Omar Khayyam," spent the latter part of last week in New York discussing plans for promotion of the VistaVision film about the romantic Persian poet-astronomer.

Italy-Sweden Pact Readied

By DR. ARGEO SANTUCCI

ROME, Oct. 25 (By Air Mail—The Italian and Swedish film industries have agreed to increase the exchange of pictures between their two countries, it has been announced by ANICA, the Italian film association, and Sveriges Film Producenters, the Swedish producers organization. The agreement is subject to ratification by governments of the two countries.

Through this agreement, the Italian industry hopes to greatly expand the distribution of its product in Sweden. Last year 23 Italian features were released in that country.

In return for an increased market, ANICA has assured the SFP that it would promote the exhibition of Scandinavian imports by Italian exhibitors, including holding "gala" premieres under the sponsorship of Unitalia Film, the government agency for the promotion of international film exchange.

The possibility of a co-production arrangement between Italy and Sweden was discussed at the same time, but action was deferred to a later date. Any arrangement would be dependent upon the Swedish parliament's decision on a current bill which would grant Swedish co-productions a government subsidy of 14 per cent of gross receipts. This grant applies only to native pictures at the moment.

Old Theatre Closing

TORONTO, Oct. 28.—Shea's Theatre, one of the city's oldest amusement houses, will close Dec. 31 to make way for a projected civic square construction. The theatre, a first run house under a monthly lease to the Famous Player's circuit, is built on city property.

RKO BRINGS YOU THE BIG LAUGH SHOW F

"RED" ★ VIVIAN SKELTON ★ BLAIN

A BIG-Name Comedy for HAPPY BOX OFFICE

CO-STARRING

JANET BLAIR

THEATRES EVERYWHERE!

PIGEON NO. 1

Y C. FLIPPEN
LYN JOSLYN

Distributed by RKO RADIO PICTURES

Screen Play by and Produced by
HARRY TUGEND · NORMAN Z. McLEOD

Directed by

TECHNICOLOR®

ANOTHER PROFIT SHOW FROM THE **NEW RKO**...

TOA Meeting

(*Continued from page 1*)

get underway today with registration of what is expected to be more than 400 guests. The Nehi Bottling Co. will be host at a cocktail party tonight.

Delegates will be welcomed tomorrow morning by Elmer Hecht of Miami, MPEOF president, and by Mayor Haydon Burns. The keynote speech will then be delivered by Si Fabian, followed by a panel of distributors with Fred Hull, M-G-M branch manager, serving as moderator.

At luncheon tomorrow, which is being hosted by the Coca-Cola Co., Stellings and Levy will speak. In the afternoon there will be a forum on advertising publicity.

Highlights scheduled for Tuesday include a concessions workshop in the morning and a luncheon speech by Pinanski. A closed business meeting and the annual MPEOF election of officers are set for the afternoon.

Herbert Named

(*Continued from page 1*)

weekend by Wendell B. Campbell, national sales vice-president for RKO Teleradio Pictures, Inc. General Teleradio is the station operating division of RKO Teleradio Pictures, Inc.

Herbert, whose appointment is effective Nov. 1, joined the MBS sales organization last year following a 13-year tenure with the former Blue Network of the National Broadcasting Co. and its successor American Broadcasting Co.

Presley Figure

(*Continued from page 1*)

fans have been protesting the fact that the rock'n'roll star dies in the picture, according to 20th Century-Fox.

The studio has announced that an extra scene will be shot in New York for the film, wherein Presley does not die, but no decision has been made as to which scene will be in the final print. The picture is scheduled to open at the Paramount Nov. 15.

A European acrobatic performance on the Paramount marquee highlighted the unveiling ceremony at noon yesterday. A number of Presley fan club presidents participated in the unveiling of the giant figure.

REVIEW:

Marcelino

United Motion Picture Organization

THE SPANISH film industry is still young and struggling for international importance. With this carefully composed and enchanting picture, it makes its first successful bid. If comparative likes are any sign, this film should do well in the U.S. It reportedly broke all attendance records in Spain, where the population has for years favored American product over all others, including its own.

The director, Ladislao Vajda, is Hungarian. He has earned distinction for himself and Spanish films by turning out the young industry's most commercially successful picture in recent years.

"Marcelino" has a universally understood story, and its appeal will not be limited to any particular nationality or class of people. It is a sad and charming and wonderful story, told skillfully and with a simplicity of detail that arouses the essential emotions in the viewer: warmth, amusement, compassion.

"Once upon a time—" a new born baby is found outside the gates of a Franciscan monastery in Spain. Unable to find his parents or anyone who can adopt him, the friars, who have become fond of the baby, decide to keep him. They christen him after the saint on whose day they found him—St. Marcelino.

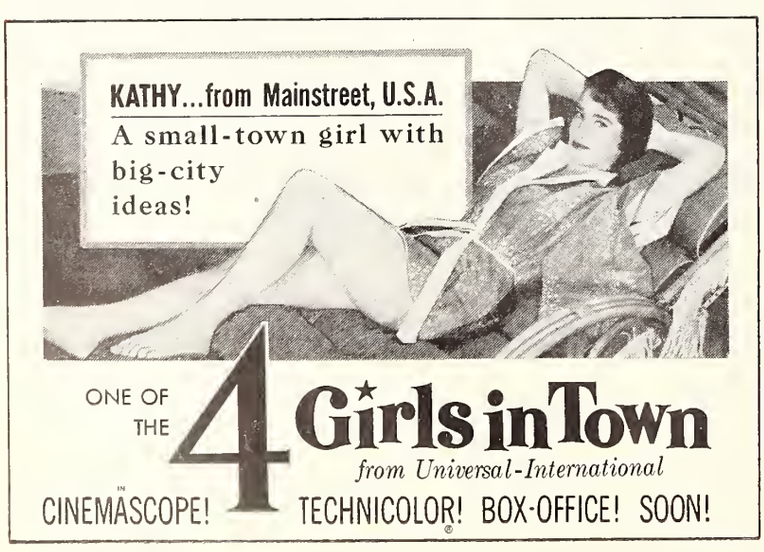
By the time he is six, he has wholly captured the hearts of the monks. The part of the six-year-old is played by Pablito Calvo, a dark-eyed youngster whose depth of performance will certainly capture the hearts of viewers. At six he suddenly becomes aware of what "mother" means and an inconsolable yearning to see the one that he never had clouds his usually carefree career. He is told that his mother long ago went to Heaven.

Although they love him, the friars are bedevilled with his practical jokes, and have warned him that he must never visit the monastery's attic or "the man up there" will carry him off. This, of course, is the one sure method of driving Marcelino to climb the forbidden stair.

A life-sized figure of Christ on the cross, in shadow, frightens him at first, but he returns again. The lean figure looks "hungry," so he brings an offering of bread. Christ answers the child, who is happy at having found this new friend, and he returns daily with food and wine to talk. In gratitude for the boy's great kindness, Christ offers to fulfill his dearest wish. The boy pleads to see his mother. When the friars come to the attic they find a miracle: the Christ is gone from the cross, and Marcelino lies at its base, dead.

The screenplay is by Vajda and Jose Maria Sanchez-Silva. The production is in Spanish with very adequate English sub-titles.
Running time, 90 minutes. General classification. For October release.

GUS DALLAS



Cagney Will Produce 'Short Cut to Hell'

From THE DAILY Bureau

HOLLYWOOD, Oct. 28.—Paramount on Friday announced the debut of star James Cagney as a director. He will guide "Short Cut to Hell," based on a story by Graham Greene, with A. C. Lyles, former publicity man who started as a messenger boy on the lot 18 years ago and recently acted as assistant producer on "The Mountain," as full producer, and Robert Ivers, newcomer, in one of the top roles.

Pakula to Broadway

HOLLYWOOD, Oct. 28.—"Laurette," biography of Laurette Taylor, will be produced on Broadway by Alan Pakula, who is resigning as a Paramount producer. Pakula has obtained dramatic rights to the biography of the stage star by Marguerite Courtney.

Judy Garland Extends Engagement at Palace

Judy Garland's current en at the Palace theatre here extended through the month uary, according to an annou by Sol A. Schwartz, president Theatres. Since her opening ance on Sept. 26 Miss Garl been playing to "standing roo

The extension will carry the Christmas and New Year with a special show on Ne Eve. Seats are now available months of November, Decen January.

MPIC and A

(*Continued from page*

executive secretary, to a comm meet with representatives of tion Picture Association of the Association of Motion Producers and studio publici tors considering a six-point i boosting project.

Conversations between MI ABC executives have stressed the plan is worked out, it m equal benefits to theatres as to tv programming, and wou joint enterprise.

It is recalled that Goldens years ago advanced a plan pany executives through similar program, of benefit tres and the network, wc launched, but studio apathy c to founder. The new hope is t a project may help it over view of the agitation for business boosting.

Texas Drive-ins

(*Continued from page*

was announced here by Eddie of Austin, association preside

Joseph said the Texas de would include six association r representing more than 150 theatres.

"The Texas drive-in theatre have serious problems which can not be solved until we s at the conference table with tion picture distributors," Jose "We hope for solid accomplish the New York meetings."

The decision to confer with tributors was taken at a meetir association's board in Dallas the summer.

Ricketson's Mother

DENVER, Oct. 28.—Requie for Mrs. Mary Ricketson, 82, of Frank H. Ricketson, Jr., vi dent and general manager of Theatres, will be said Mo St. Philomena's Catholic Chur Ricketson died Friday, leavin her survivors, in addition to t official, her husband and three ters.

:WS:

night Episode

bitors here have the basic ele- of a British exploitation sleeper dnight Episode." Stanley Hollo- lest known on these shores for ntribution to Broadway's "My ady," tops the cast of an im- ely produced and performed

in he is seen as one Kelvin er Prince, also titled "The Pro- a tramp in London by pre- and inclination. He opens the f a vehicle and finds the driver ntly lifeless. He rushes to a pub to get help and returns l the car gone, and sheepishly o explain that there really was nd driver. After the crowd dis- Holloway finds a wallet which es in a cafe he frequents. Ad- by friend Leslie Dwyer, he part of the sum found to the giving them a concocted story hope that the cash will revert eventually.

re's a subsequent murder, for the missing cash, and, in- y a story book ending. It's way's show and he does right The story was adapted for the by Reeve Taylor and Rita , from the novel, "Monsieur La " by Georges Simenon. Gordon direction is of professional cali- nd he's been given some fine tion touches by Theo Lageard. ng time, 78 minutes. General cation. Release date, not set.

tier Woman

ictures

Pictures Corp. of Meridian, has come forth with its second ion. They (Lloyd Royal and Garraway) filmed their second subtitled "Daughter of Davy tt," on southern grounds. Be it may, "Frontier Woman," en- d by the Vistarama process and an color, is an encouraginng

dy Carson, Lance Fuller and Kelly are the principal names they're aided and abetted by performers as well as Choctaw s. Miss Carson is seen as the ter of Davy Crockett, left rless shortly after birth, and by Indian squaw Geneva Rush. atter's son, James Clayton, has been secretly in love with the white girl, but she regards him only with sisterly affection. At the same time, Ann Kelly, an Indian girl, yearns for Clayton.

Into this rather un-cozy situation comes white trader Rance Howard. He sizes up the romantic angles and proceeds to pit personalities against each other in an unscrupulous bid for trading rights and subsequent power among the tribes. Fuller arrives to give Miss Carson a watch Davy Crockett intended for his offspring when he departed for Texas, the Alamo and death. The expected hand-holding is reserved until all of the foregoing clashes in personalities and trading rights are resolved. Paul Piel's screenplay conveniently gets Clayton, only other real competition for Miss Carson's heart, killed off. Ron Ormond directed.

Running time, 80 minutes. General classification. Release date, not set.

A. M. W.

Saturday Cartoon vals Going Out

urday morning cartoon festivals ildren are rapidly going out of ice as cartoon distributors are g them unprofitable, according oducer Walter Lantz of Walter Productions.

tz said that exhibitors for these ms will only pay $1.50 per car- and each program includes 10 ns. "All such programs do is ore popcorn for the exhibitor," said.

M. P. DAILY picture

Walter Lantz, producer of cartoons, with Budd Rogers, his representative.

Cartoon Rentals Scored

(*Continued from page* 1)

still producing 13 six-minute animated cartoons in color annually at an average cost of $35,000 and above. Cartoons get the best playing time of all short subjects shown in theatres, he asserted. "Shorts are as important to the motion picture program as comics are to a newspaper, but the day of reckoning is coming closer," he said.

A minimum rental of $10 for cartoons would "encourage their producers to develop new talents," he said, adding that the television commercial field is luring the top animators away from the business.

Rogers observed that the average cartoon booking now brings a rental of $3.47 and that a cartoon now secures between 12,000 and 13,000 domestic bookings as compared to the 16,000 bookings received following World War II. He said that to the cost of $35,000 and up for a Lantz cartoon an additional $10,000 is added by the usual 250 print orders. "A cartoon gross throughout the world is now about $50,000," he said.

Lantz said that he re-issues six of his best cartoons annually, besides the 13 new ones produced. He said that his independent company turns out six Woody Woodpeckers, three Chilly Willy cartoons, and four specials.

In reply to a question concerning the use of CinemaScope cartoons, Lantz said that the producers are finding them not practicable as they "cost more and exhibitors wouldn't give us a nickel more."

A special section on cartoons and short subjects is included in the Oct. 27 issue of the Motion Picture Herald. The annual section, called "Short Subjects on the March," and prepared by Lawrence J. Quirk, presents the companies' future outlook for such product.

REVIEW:

It Conquered the World

American-International

This James H. Nicholson-Roger Corman production, under the American-International releasing banner, reflects some imaginative planning, despite its admittedly routine handling and eventual formula resolvements. Corman has doubled as director, and the screenplay is credited to Lou Rusoff.

Lee Van Cleef, a scientist who has been collaborating with an outer-space expeditionary force on earth, feels that the visitor, a bug-eyed monster, can instill the concept of eternal peace among human inhabitants. Another man of science and global thinker, Peter Graves, tries to warn Van Cleef of the creature's long-range threat to the population, but his arguments fail to convince.

Of course, it's only a matter of time and circumstance before the monster is destroyed (Van Cleef dies while killing the invader). Along the way, the unwelcome visitor breaks up families on a permanent basis, creeting havoc where serenity once prevailed.

The acting is in a minor key, the main ingredients of this particular attraction being geared primarily to horror, both visual and anticipated. Corman has related an admirable amount of story with a short period. Running time, 68 minutes. General classification. For September release.

A. M. W.

Costume by Clare Potter

Red Carpet Service* on United Air Lines

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Air travel's warmest welcome mat is a Red Carpet!

It introduces you to United's brilliant Red Carpet Serviee—special nonstop DC-7 flights eoast to coast and between fifteen U.S. cities (including Honōlulu).

This is travel with a new flair! You sense it in the accommodations, the people you meet, the attention paid you. Cocktails . . . full-eourse meals and between-meal treats ereated by Master Chefs . . . soft music . . . a spaeious lounge where you always find good company . . . many other "extras" at no extra fare add to your pleasure.

You'll want to make reservations soon for Red Carpet Serviee (with us, or with an Authorized Travel Agent).

*"Red Carpet" is a service mark used and owned by United Air Lines, Inc.

4 NONSTOP DC-7 FLIGHTS DAILY TO LOS ANGELES AND SAN FRANCISCO

Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

otlighting the News

g Auto Money

he face of dwindling auto y sponsorship on the other ts, ABC-TV appears to be nigh on the largesse from It announced last week ne of the automotive indus- eatest weeks on any televi- twork will take place on November 4 through 11" ven different auto accounts represented on the network. the five regular ABC-TV vertisers will be the Buick of General Motors, spon- he election night coverage er 6, and the Oldsmobile presenting their 1957 Revue to introduce the new vember 8. ABC-TV's regu- omotive accounts, said to he total auto business on tworks, include in the 1956- n: American Motors, alter- ek half-sponsor of Disney- evrolet Dealers of America, ship weekly of Crossroads; Division of Chrysler Cor- , sponsor of the Lawrence now weekly and co-sponsor ence Welk's Top Tunes and lent, weekly; Ford Division Motor Company, sponsor Theatre, weekly; Plymouth of the Chrysler Corpora- onsor of the Ray Anthony weekly, and co-sponsor of ce Welk's Top Tunes and lent, weekly.

; BBC

ain's Independent Television ty, which is commercial n, British-style, reports the cial TV audience is increas- h more rapidly now than at ne since the programs be- year ago. The rate of set ions is the criterion, running ly 50,000 weekly. ITA fore- otal of 3,000,000 homes for cial TV by Christmas. The "seems to reflect the grow- ularity of the programs," e ITA modestly, and also a growing percentage of the time of homes able to between ITA and BBC. TV cidentally, sold at a 30 per her rate this July than last per cent higher this August st. BBC's Sir Ian Jacob ently proves ITA's point by ing: "The Corporation (BBC) is going to be hard put to it to carry out its task in the coming year, particularly in television, where competitive pressure is constantly rising."

Blue-Chip Syndication

► There are more than enough blue-chip local sponsors to justify the production of top-flight syndicated film shows at a profit, Jake Keever, director of sales for NBC Television Films, told the Pittsburgh Radio and Television Club last week. "We at NBC," said Mr. Keever, "feel most strongly that there are more than enough local sponsors to make the production of a first class, first run entertainment vehicle entirely feasible from a production standpoint, from a sales standpoint and from a successful financial standpoint." He also declared that the heavy influx of feature film will have little effect on the syndication business. "From what I have discovered talking to station owners, they are buying features only to replace their older feature films and the market for syndicated film is firm and will remain firm."

TASO is Launched

► TASO, the Television Allocations Study Organization, was officially launched in Washington last week with a meeting of its board of directors. Temporary chairman is Harold E. Fellows, president of the NARTB. The new organization stems from the work of a special planning group representing five major elements of the television industry, first called together September 20 by the FCC to conduct a "crash" research program into the technical aspects of UHF and VHF. The groups represented in the organization include, besides the NARTB, the Association for Maximum Service Telecasters, the Committee for Competitive TV, the Joint Committee on Educational TV, the Radio-Electronics-Television Manufacturers Association.

Color Cost

► RCA and NBC have spent more than $70,000,000 in pioneering color television. The figure comes from a man who should know, Frank M. Folsom, president of RCA, speaking late last week at the opening of a new $1,400,000 distribution center built for RCA in Los Angeles. Electronics, says the RCA chief, has become one of California's fastest growing industries, and he predicted a 60 per cent gain in the next 10 years. Echoing the RCA-NBC optimistic approach with regard to color TV, Mr. Folsom foresaw demand for the color sets soon outstripping the supply There would appear to be grounds for the optimism.

TV Set Output

► Factory production of television receivers in August last showed good gains over the production total for July, it is reported by the Radio - Electronics - Television Manufacturers Association. The TV set output, totaling 612,927 units in August, the highest since March, nevertheless was slightly off from the August, 1955, total of 647,903. The July, 1956, total was 336,931 units, RETMA reported. For the first eight months of the current year the aggregate output of television sets was 4,820,991.

New Discount Plan

►WRCA-TV, NBC-TV's New York flagship station, made two attractive rate changes in the week. Jay Heitin, director of sales, announced

(*Continued on page* 10, *col.* 1)

In Our View

THERE is more than a little of interest, significance and logic in statements made last week to his stockholders by Harry Cohn, president of Columbia Pictures Corporation, in his annual report. Columbia, it must be noted, is the not unhappy parent of that precocious, active and responsive offspring known as Screen Gems, so that, in a sense, Mr. Cohn may be said to be riding two horses at the same time. This is by no means an impossible feat.

"Television," Mr. Cohn tells his stockholders, "has proved to be a competitor (for the screen)—and a very strong one. However, ours is a business of supplying the public with entertainment. . . . We have also delved deep of late into the field of supplying television entertainment. Let it be noted that we believe there is ample room for both media to exist profitably. Each, we are sure, can and will contribute to the progress of the other."

The last sentence of the quoted observations of Mr. Cohn is to us particularly cogent and germane to a current situation in the economics of the entertainment business generally. We grant, of course, that Mr. Cohn may feel constrained to justify one objective of his organization with the other, at initial glance, but a more careful study of the matter indicates that he has really no basic conflict at hand. The point fundamentally is that the television medium must and will have material to satisfy its almost insatiable appetite for programs and that inevitably the mainspring of the motion picture must be the source of that supply. Inevitable it is, then, that the world's film production center shall supply it.

There are many ways within the entertainment orbit where the television medium can supply the public requirement better, and others in which the theatrical screen and theatre can do far better. There is a place for both, as has been said here before.

—Charles S. Aaronson

Passing in Review

ATTEMPTING TO BUILD A SHOW around the limber and lithe talents of Ray Bolger, NBC-TV has come up with a format that is instead rather thin and stilted. This Washington Square is a video version of the kind of loose frames which used to serve so well in radio—Manhattan Merry-Go-Round, Kraft Music Hall, Allen's Alley, etc.—limbo locales which were part of radio convention and were accepted as such. On television, however, this sort of thing, being visual, requires a lot of needless suspension of belief. This, in turn, simply slows up the entertainment which, on a variety show, can be no better than the sum of its individual parts: singing, dancing and intermittent sketches. Last Sunday, October 21, the parts were in only two or three cases top-level, including a couple or genial and graceful turns by Bolger doing his old soft shoe, and Bert Lahr's ancient but hilarious sketch as "The Doctor." They would have packed more punch in a 30-minute layout. The hour was too long.

Sixty minutes, however, were hardly enough for Bob Hope's return the same evening, same network. Having the kind of bumptous personality that can dominate almost any proceedings, Hope also has the good sense to pack as much talent as possible into the shortest space of time and to treat it all as just what it is: variety, and no nonsense. It was solid fun all the way. Opposite Hope, and providing good programming contrast—a rare Sunday night quality—was the Omnibus bill on ABC-TV: a fascinating recapitulation, by montage of still photographs, of the last days of the great Manolete, along with a tantalizing clip from the current "Silent World" and a re-run of "The Stranger Left No Card."

A glance Tuesday night at NBC-TV's new Jack Webb-produced film series, "Noah's Ark," brought some startling reactions. For one thing, it seems to have been made very close to a very close budget. Even if most of the money went into color film stock, it seems some might have been left over to finance more than two camera setups per scene. Story-wise, it's simply Dr. Kildare-Dr. Gillespie transferred to the world of animal medicine. Last week's star was an aging female Irish setter whose performance at least equalled those of the other players.

Impressive because they seem to be carrying on in as high and fancy a fashion as they did last season are CBS-TV's comedy stars, Lucille Ball (and Desi Arnaz) and Phil Silvers. Monday evening Lucy and Desi were involved in a mountainous ado about nothing pertaining to the stage fright of their newly acquired son, and on Tuesday Sgt. Bilko was confronted with a humiliating campaign to instill culture (folk-dancing, finger-painting, music appreciation, etc.) in his men. Both shows are fairly wild and improbable and always honestly fun. Perhaps part of the secret is that while both are beautifully paced and imaginative, they also treat their more corny elements with the kind of straight-forward gusto with which the panel members of radio's late, lamented "It Pays to Be Ignorant" tackled their jobs.—V. C.

TV TALES from BRITAIN

LONDON: "I think we are on the edge of the stormiest controversy that has ever hit British broadcasting. We are on the verge of a great and stormy debate breaking out about the way the yield of the license fees should be handled," said Sir Robert Frazer, director general of the ITA (Independent Television Authority), in an interview to mark the first year of commercial TV in Britain.

He referred to the recent report of the House of Commons' public accounts committee that denounced the present system. They had said the system was providing the BBC with income in excess of its needs. The agreement which determined the BBC income was about to expire.

"It depends," continued Sir Robert, "on whether one regards the licenses as television box office or something to which the BBC has full right for historic reasons." "A number of people are beginning to say, 'I spend most of my time watching ITA programmes, but the whole of my license money goes to the BBC. The BBC must be provided with an income, and the problem is to decide how that be a fair and proper one."

Sir Robert confirmed that the ITA's request for all or some of the £750,000 which the Television Act provided for balancing programmes, was being renewed and was under discussion between the Authority and the Government. He also pointed out that of the 2,000,000 homes able to choose their programmes the ITA audience was almost three times as large as that of the BBC.

THE commercial TV audienc jumped from half a millio more than five and a half m during ITA's first year of o tion. There are now 2,716,000 viewers in London, 1,379,000 i Midlands, and 1,680,000 in chester.

These are the findings of Nielsen audience research o isation. The survey adds tha variety shows "Sunday Nigl the Palladium" and "Sunday at Blackpool" have proved most popular shows. They hav peared in the "Top Ten" ra in London 43 times, and in chester 15 times.

The new ITA station at E Moor, Yorkshire, is to start b casting regular programmes vember 3. It will bring com cial TV within reach of an million viewers.

The BBC is to attempt to up American television prog mes and if worthwhile pic are received they would be transmitted over the BBC net This was announced by Lee Miall, head of BBC TV talks, said that the National Broad ing Corporation of America sending two American-type t sion receivers. They would to the 525-line American stan against the British standar 405 lines. "It is not an easy periment," he added, "We are ing advantage of special at pheric conditions at this tim year."

It is understood there is likelihood of an early re transatlantic television excha

—*WILLIAM*

SPOTLIGHT

(*Continued*)

that it is putting into immediate effect the "7/40 Plan," a supplementary version of its 14/50 sales plan. The 7/40 plan makes it possible for an advertiser purchasing seven station breaks, or participations, weekly on WRCA-TV to receive a 40 per cent discount, applicable wherever the 50 per cent discount under the 14/50 plan applies. Mr. Heitin also announced that advertisers can now purchase live 20-second station breaks at exactly the same amount charged for the purchase of a black-and-white 20-second film station break. The station also will provide the advertiser with the services of a special staging and designing unit at no extra charge.

Into the Act

► Everybody can get into the act in the latest quiz show idea to emerge, this one from William Tell Productions, New York. Planned as a monthly program series, The Hidden Treasure Show is scheduled for a February, 1957, premiere, with $55,000 in first show prizes. William T. Clemons, Tell president, originated the show idea, patterned after newspaper contests in which the entrants determine the missing words to correctly complete a series of sentences. In the TV show, the sentences will be known as "Songrams," with visual clues in the form of musical production numbers. Sponsor for the hour show will be the Disabled American veterans. Entry blanks are to be distributed prior to each program. Here we go again.

Flashing Call

► The enterprising and ingenious Filmack Television Studios in New York, whose parent is the motion picture Filmack organization of Chicago, has come up with something new, flashing call-letters on film for TV stations. With eight-second spots giving stations two

(*Continued on page* 11, *col.* 4)

The Show-Makers

Shower of Stars begins its third season Thursday, November 1, with an action-packed program in full color over CBS-TV starring **Jack Benny, Nanette Fabray, Bob Crosby, Johnnie Ray** and **Mary Costa. Ralph Levy** produces and directs and **Hugh Wedlock** and **Howard Snyder** are the writers.

★

Lloyd Bridges stars in "American Primitive" on Studio One over CBS-TV Monday, October 29. Also in the cast are **Cameron Prud'homme, Arch Johnson, Joanne** and **Wryley Birch.**

★

Ralph Bellamy, Nina Foch, Lloyd Bridges and **John Ericson** star in **Harold Jack Bloom**'s original TV drama, "Heritage of Anger" on CBS-TV's Playhouse 90 Thursday, November 15. **Vincent Donehue** directs.

★

Nat "King" Cole will reign over his own weekly TV program via NBC-TV Mondays beginning November 5. The quarter hour will also have a choral group posed of four men and a girl, a 16-piece orchestra.

★

Richard Basehart will star in Soon to Die," fourth telefilm produced by Screen Gems CBS' Playhouse 90. The films November 1 with "Country band." "Confession" comes vember 8; "Massacre at Creek," November 15, and the hart teleplay November 22.

★

Nancy Kelly stars in the St One presentation, "The Pilot," CBS-TV Monday, November 18. teleplay is an original by Crabtree.

★

Guy Madison and **Dianne F** star in the romance, "Sometim Happens," on Ford The Wednesday, November 7. In port are **Michael Emmett, Je Cooper** and **Louis Towers.**

LLYWOOD, U. S. A.:

WOOD: Hal Roach, Jr., veral predictions on the im- future in television, in a members of the Radio and n Women of Southern ia: Bad shows, getting as oney as good shows for re- ll now be eliminated. Some rant type of programming nstituted to meet the spon- d for point of sales inter- eater concentration on local onal time buys will be in- on multiple sponsored pro- satisfy local sponsor com- These problems can only ered with "films" that can d into various time slots. ustry will demand a more narket for its product to the investment. The tre- development of creative nong women for the medi- ow recognized. . . .

a switch: **Ralph Edwards** family are scheduled for o Person November 2. . . . ar Jubilee will present the -hour film over the CBS- ork, November 3. The film "The Wizard of Oz," the e that MGM film will be udy Garland stars....Ironi- idence: **Kate Smith** had the on the Sullivan show at precisely the same time that **Abbott & Costello** were doing their famous "Who's on First" bit for **Steve Allen** on the other network. For those who like to tax their memory—Abbott & Costello zoomed into the big time with that banter when Ktae Smith gave the pair a regular spotlight break on her popular radio program.

"Playhouse 90" announced Friday it signed seven-year-old **Evelyn Rudie** to play the title role of **Kay Thompson**'s "Eloise." . . . **Lawrence Welk**, Plymouth-Dodge executives and Grant Advertising Agency heads had good rhyme and reason for that shindig at the ABC-TV studios. The network musical variety program with top tunes and new talent was loaded with happy entertainment. The commercials were novel, entertaining, with just the right amount of sales appeal. . . . "Hey, Jeannie!" We're sure glad that daylight saving time problem is out of the way, and that you made it okay this Saturday. Rushed home after that top notch Ford Star "Cole Porter Festival" Jubilee the week before to catch the show. Discovered the postponement on account of the spec and time problem.

—*SAMUEL D. BERNS*

o's Where

T D. LEVITT, vice-presi- id general manager of ia National Productions, l be chief executive officer NBC subsidiary, it is an- by CHARLES R. DENNY, vice-president, operations. V. LIVINGSTON, formerly t of California National, named head of NBC-TV s originating from the s Pacific Division.

LANDAY, executive pro- f WRCA and WRCA- ex and Jinx" radio and programs, has been roducer of program syndi- or Tex and Jinx, a new or which plans presently g formulated. Associate HANK WEXLER will re- r. Landay as executive .

SCHNITZER has been vice-president in charge uction for Volcano En- , Inc., and will head- at the firm's Hollywood General Service Studios, ounced by JAMES BANK, of Volcano.

KAUFMAN, president of ilms, has announced the appointment of HERBERT J. LEDER, veteran producer of television film shows, as story editor for the company's programs.

ALLAN B. CONNAL has been promoted to supervisor, facility staging, for WRCA-TV, effective immediately. Mr. Connal was formerly senior studio supervisor, WRCA-TV. In his new position Mr. Connal will be responsible for unit supervisors, designers, make up and wardrobe personnel. He will report to PETER AFFE, operation manager for WRCA-TV.

STAN M. COLE, former director of Industrial Films Division of Mel Gold Productions, Inc., has been named sales manager of that company, it is announced by MELVIN L. GOLD, president.

FRANK LANGLEY has joined WPIX, New York, as assistant to the publicity and public relations manager. He will take over the duties of VIRGINIA EVERETT, resigned. Mr. Langley was formerly assistant to the public relations director at WOR-TV.

MURRAY BENSON has been appointed director of merchandising for Television Programs of America (TPA), it is announced by MILTON A. GORDON, president. Licensing and merchandising will now be handled direct, instead of through Stone Associates, as in the past.

NBC's Closed Circuit Traces Rise of Man and Merchandise in Color

by VINCENT CANBY

Not all of the most imaginative television programming these days is going out over air to wander aimlessly from booster station to booster station. Last week in New York NBC's Telesales Department conceived, produced and sent forth to Chicago's Drake Hotel — by closed circuit—a special 30-minute production designed to sell color television to the 600 delegates at the annual convention of the Association of National Advertisers.

▼ ▼ ▼

Originating from the comparatively cramped quarters of Studio 3-K, the show had as its all-encompassing theme, Man's Life in a World of Color. It wasn't Arnold Toynbee, exactly, but it did detail in terms both amusing and trenchant how Man and Merchandise will go onward and upward to greater rewards as a result of color TV. Produced by Dave Lowndes from an idea thrashed out with another Telesales member, Bob Koch, and directed by Craig Allen, "Man's Life" was able to suggest —almost at one and the same time —that the brilliant red of the apple may have hastened Adam's fall from grace, that art is color and that color is emotion as well as a means of communication. In less abstract phraseology, color sells.

The production utilized the services of singers, dancers, one tom-tom player and Ernie Kovacs, the latter seen briefly as a somewhat befuddled color TV pioneer, trying to explain why, in the early days, you had to paint a pumpkin blue to make it come out yellow. The show was in turn climaxed by a panel discussion, in New York and for the benefit of the Chicago audience, on what exactly color means to the advertiser as far as cost and quality are concerned.

▼ ▼ ▼

The soft-sell message of "Man's Life" did not come at the ANA delegates without some manner of preface. This was in the form of a hard-sell speech, delivered to the delegates in person in Chicago by Richard A. R. Pinkham, new vice-president in charge of advertising for NBC. The highlights of Mr. Pinkham's address were predictions that advertisers will be investing $150,000,000 a year in network color shows by 1957 and $600,000,000 by 1960; that the total of 100,000 color receivers now in operation will grow to 300,000 by January, 1957, and 40,900,000 by 1965.

Mr. Pinkham also said that preliminary findings in the NBC-Batten, Barton, Durstine & Osborn ColorTown survey revealed such gee-whizzers as: owning a color set tends to increase TV viewing; there are more viewers per color set, and that color boosts the impact of commercials—"the total recall (of a color commercial) is twice that of black-and-white commercials."

Mr. Pinkham thus cued in from Studio 3-K in New York the Telesales fantasia. As only color TV can do, this put the message over in sight, sound, demonstration, circulation and, of course, color. It cost approximately 10,000 bucks, borne completely by NBC which has come to regard such items, in the long view of history and Man's search to better himself, as a shrewd investment.

SPOTLIGHT

(*Continued*)

seconds of ID, it is claimed the new flashing call-letters keep the visual pace of the preceding commercials. Don Mack, vice-president, cites the new technique's value in promoting the station—by the station, via the animated flashing call-letters.

Return of Mama

► "Mama," one of television's oldest and most popular television series, refuses to fade away even though it's been off the air for a matter of months now. CBS-TV announced last week that the series, starring Peggy Wood, will return to the network on film and with entirely new episodes Sunday, December 9. The cast, including Judson Laire, Rosemary Rice, Dick Van Patten and Robin Morgan, remains the same.

Third Time Around

► A notable experiment in documentary presentation first offered on the CBS network March 18 last will have a third time around come November 25. "Out of Darkness," done by the CBS Public Affairs unit, and telling the story of mental illness, had a second appearance on the network last April 29, and was as well received as at the initial presentation.

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W. P. MARSHALL, PRESIDENT

1201

SYMBOLS
DL = Day Letter
NL = Night Letter
LT = International Letter Telegram

The filing time shown in the date line on domestic telegrams is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

O BHB130 PD FAX CHICAGO ILL 25

MR. STEVE BROIDY ALLIED ARTISTS PICTURES CORP

4376 SUNSET DRIVE HOLLYWOOD CALIF

AS YOU KNOW I HAVE GONE ON RECORD AS SAYING WILLIAM WYLER'S "FRIENDLY PERSUASION" IS THE BEST ALL AROUND MOVIE I HAVE EVER SEEN. THEREFORE I SHARE THE SAME GRATIFYING FEELING THAT ALL OF YOU AT ALLIED ARTISTS MUST BE EXPERIENCING FOLLOWING THE OPENING OF "FRIENDLY PERSUASION" AT THE UNITED ARTISTS THEATRE, CHICAGO. NEVER HAVE I HEARD SUCH AUDIENCE REACTION. THEY LAUGHED AND CRIED AND GREETED THE ENDING OF THE PICTURE WITH SPONTANEOUS APPLAUSE. I PREDICT THIS PICTURE WILL RECEIVE THE GREATEST WORD OF MOUTH PRAISE OF ANY FILM TO PLAY HERE IN RECENT YEARS. I AM CERTAIN THAT THEATRE AUDIENCES IN NEW YORK WILL RESPOND THE SAME WAY THEY ARE HERE WHEN YOU OPEN AT THE MUSIC HALL THIS WEEK. AND ACROSS THE NATION "FRIENDLY PERSUASION" WILL BECOME ONE OF THE MOST TALKED ABOUT FILMS OF THE YEAR. MY SINCERE WISHES FOR CONTINUED SUCCESS AND CONVEY TO WILLIE MY CONGRATULATIONS FOR ANOTHER GREAT PICTURE. SINCERELY

JOHN BALABAN

BALABAN AND KATZ

AA

Opens Thursday, November 1, Radio City Music Hall, N. Y.

All News That News

MOTION PICTURE DAILY

Concise and to the Point

NO. 84 NEW YORK, U. S. A., TUESDAY, OCTOBER 30, 1956 TEN CENTS

...n Reports:

...ependents ...gotiate To Todd-AO

...Month Revenue ...t $3,645,000

LESTER DINOFF

...Theatre Corp. is currently ...g with independent produc... ...g to make films in the Todd-...ss, ac-... ...presi-...rge P. ...in an ...n ce-... the annual ...g of ...hold-...yester-

George Skouras

..., along ...lagna's ...esident ...asurer, ...Bollen-...losed that company revenue ...e eight month period ended ... 1956, totalled $3,645,000, (*Continued on page 7*)

...in Producer Seeks ...peal to Distaffs

LAWRENCE J. QUIRK

...Ainsworth, only active woman ...ducer in Hollywood, who in ...ip with actor Guy Madison ...g independent films for Co-...lease under the title, Romson ...ns, firmly believes there is a ... women in production, al-...he is a realist about it being ...r world. Miss Ainsworth has (*Continued on page 6*)

...n Touring Nation ...ocal Showmanship

...d L. Hyman, vice-president ...ican Broadcasting-Paramount ..., is in the midst of a country-...r of his company's affiliates ... aim of emphasizing local-...owmanship. The return to ...chandising of pictures is a (*Continued on page 6*)

Sees Wide-Screen 'Standardized' At 1.85 to 1; CinemaScope 2.34

The so-called "technical revolution" has settled down to a point where wide-screen is leveling off at 1.85 to 1 and the CinemaScope aspect ratio is closer to 2.34 to 1, in the opinion of Merle Chamberlin, member of Hollywood Studio Projectionists Local 165, IATSE, and chief of projection at the M-G-M studios.

Chamberlin's viewpoint is presented in the autumn issue of the Bulletin of the International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators.

"Standardization seems to have arrived," Chamberlin said. "I will admit (*Continued on page 2*)

Col. Meet to Ratify Schneider's Contract

A meeting of the stockholders of Columbia Pictures, "in lieu of the annual meeting," has been called by the board of directors of the company to ratify employment contracts for two executives and to elect a board of nine directors, according to a Columbia notice issued yesterday.

Stockholders will be asked to approve the employment contract of A. Schneider, first vice-president and treasurer, and the issuance to him of a stock option of 35,875 shares at the price of $17.32682 per share. Also, to approve an option grant to Gerald Rackett, executive in charge (*Continued on page 7*)

Extension to AB-PT on Disposal of Theatres

From THE DAILY Bureau

WASHINGTON, Oct. 29.—The Justice Department has given American Broadcasting-United Paramount Theatres another extension of time in which to dispose of 22 theatres requiring divestiture under the terms of the Paramount consent decree.

The deadline was upped from Nov. 5 to Jan. 15. The company is currently in the process of disposing of an- (*Continued on page 7*)

Gael Sullivan Services To Take Place Tomorrow

Funeral services for Gael E. Sullivan, former executive director of Theatre Owners of America, will be held here tomorrow at the Roman Catholic Church of St. Ignatius Loyola.

Gael Sullivan

Sullivan, 51, died Saturday following a heart attack. He is survived by his widow, Anne; two sons, Gael, Jr., and Bede, and two daughters, Sheila and Brenda.

The former TOA official, who was also active in the Democratic National Committee, in recent months was a Magna Theatre Corp. executive.

'Rock Around the Clock' on Way to Becoming One of Columbia's Biggest Foreign Grossers

"Rock Around the Clock" is rapidly becoming one of Columbia Pictures' biggest export grossers, according to an executive of the company's foreign distribution division.

Since its release in Dublin last July, this low-budget, exploitation picture has been a flourishing phenomenon in Europe and the Far East, in many instances outgrossing some of the biggest U.S. color productions playing at advanced prices, the official said.

Citing some recent situations, he reported that two of three theatres currently showing the pictures in Brussels, Belgium, have already outgrossed all other runs, one of them by 20 per cent. In Port of Spain, Trinidad, at the end of its run it had topped the previous record holder, a CinemaScope spectacle, by over 20 per cent, he said. In Singapore, Malaya, the claim was that only one other picture topped it.

At Fla. Meet

Fabian Hits 'Restricted' Production

But Reaffirms Faith in Future of the Theatre

Special to THE DAILY

JACKSONVILLE, Fla., Oct. 29.—"This industry needs producers who are concerned about keeping film on theatre screens—who believe that a vigorous exhibition business requires a constant and adequate source of features," S. H. Fabian, president of Stanley Warner Corp., declared in a speech yesterday before the Motion Picture Exhibitors of Florida convention at the Roosevelt Hotel here.

Si Fabian

Fabian, reaffirming his company's (*Continued on page 7*)

Production, Distribution Willing to Aid: Stellings

Special to THE DAILY

JACKSONVILLE, Oct. 29.—Encouraging contacts in the past several days have been made by Theatre Owners of America with distribution and production groups for the betterment of relations within the industry, it was pointed out here today by Ernest G. Stellings, president of Theatre Owners of America, at the (*Continued on page 7*)

Six Films, Directors Set for SDG Awards

From THE DAILY Bureau

HOLLYWOOD, Oct. 29.—Nominated by the Screen Directors Guild for directorial achievement awards for the period from July through September are:

"Bus Stop," directed by Josh Lo- (*Continued on page 7*)

PERSONAL MENTION

DAVID GOLDING, vice-president in charge of advertising and publicity for Hecht-Lancaster, will arrive in New York tomorrow from the Coast.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres; BERNARD LEVY, his assistant, and AL SICIGNANO are in Des Moines today from New York.

•

WILLIAM MANSELL, Warner Brothers division manager in Philadelphia, is in Chestnut Hill Hospital there as a result of a leg injury.

•

HERMAN COHEN, producer, has returned to Hollywood from New York.

•

GEORGE WOODHAM-SMITH, a director of the J. Arthur Rank Organizations, is in New York from London.

Name 6 Film Leaders For 'Wisdom' Citations

HOLLYWOOD, Oct. 29.—Cecil B. DeMille, Louis B. Mayer, Jack L. Warner, Darryl F. Zanuck, Mervyn LeRoy and Laurence Olivier will receive "Wisdom Magazine's" first annual award for "significant contributions to knowledge and to the advancement of public education" at an invitation dinner Dec. 2 in the Beverly Hilton Hotel here.

Lodge Luncheon Today

Comedian Alan King and Oscar Goldstein, District Grand Lodge No. 1 executive of B'nai B'rith, will be the guests at the first membership luncheon meeting of the new season of New York's Cinema Lodge of B'nai B'rith at Toots Shor's today, it was announced yesterday by Robert K. Shapiro, president. A feature of the luncheon will be the climax of the lodge's annual fund-raising drive through the sale of 500 Contribution Share Certificates for $25 each with one of the purchasers being awarded a Cadillac.

Barnett Firm Moves

Barnett International Forwarders, Inc., specialists in international freight forwarding and customs work for the motion picture and tv industries, has moved its offices and packing rooms to a new location here on West 43rd St., it was announced yesterday by William Barnett, president. The new location permits consolidation of activities he said.

Carolina T.O. Group Will Meet Nov. 25-27

Special to THE DAILY

CHARLOTTE, N.C., Oct. 29.—The Theatre Owners of North and South Carolina will hold their 44th annual convention at the Hotel Charlotte here on Nov. 25-26-27, it was announced by Jack D. Fuller, president of the association.

Co-chairmen of the convention committee are Howard B. McNally of Fayetteville, N. C., and R. L. Baker, Jr., of Gastonia, N. C. Assisting them are: Ernest G Stellings, in charge of clinics; C P. Freeman, Jr., entertainment; F. H. Beddingfield, exhibits; Mrs. Runa C. Greenleaf, ladies' activities; and L. L. Theimer, publicity and talent. The reception of those registering will be handled by Roy Rowe of Burgaw, N. C., and J. J. Kime of Roseboro, N. C. Ulmer C. Eaddy of Charlotte will handle hotel reservations and convention registrations

Registration will commence at noon Nov. 25, with the afternoon devoted to a directors' meeting and a social hour hosted by C. J. Mabry, president, and R. L. Simpson, manager of Motion Picture Advertising Service Co. Among the features over the three-day period are showmanship clinics, forums on advertising and concessions and activities of drive-in and small indoor theatres. Prominent speakers, to be announced at a later date, will address the delegates. Climaxing the three-day affair will be the annual president's banquet and dance in the hotel ballroom.

Eastman Reports 'Best 3 Quarters in History'

ROCHESTER, N. Y., Oct. 29.—Sales and earnings of Eastman Kodak Co. for the first three quarters of 1956 were the best the company has had for a corresponding period, Thomas J. Hargrave, chairman, and Albert K. Chapman, president, reported yesterday. Consolidated sales of the company's U.S. establishments for the first three quarters of 1956 (36 weeks ending Sept. 2) amounted to $500,699,837, an increase of 2.8 per cent over the $487,284,358 for the corresponding period in 1955.

Net earnings after taxes for the 1956 three quarters were $60,968,204. This was a 5.1 per cent increase over the $57,982,467 reported in 1955, the best previous three quarters earnings total. Earnings were equal to $3.32 per share on 18,277,260 common shares outstanding compared with $3.15 per share a year ago. Earnings were 12.2 per cent of sales compared with 11.9 per cent in the corresponding 1955 three quarters. Pre-tax earnings were $132,278,597, an increase of 3.7 per cent over the $127,582,516 for the first three quarters of 1955.

Wide Screen

(*Continued from page* 1)

that while not all pictures are projected at 1.85 to 1, wide-screen product is being photographically composed at that ratio. You could feel perfectly at ease in informing members that non-anamorphic, wide-screen pictures can be tied off at 1.85 to 1.

"In cases where keystone is a part and parcel of the projection installation, compensating masking adjustment and aperture filing will cut that ratio down a small amount, but in all cases, the projected picture will be much more pleasing if we start at the same ratio point in the projector head. That will also cut down five or six sets of apertures," Chamberlin said.

'Closer to Where It Should Be'

The Hollywood projectionist said that the anamorphic CinemaScope ratio is closer to where it should have been all along. "Now that most CinemaScope prints have mag-optical tracks, the actual photographic ratio ends up on the film at 2.34 to 1. With proper masking our projected CinemaScope picture should be closer to 2.25 to 1.

"I think we will agree that this ratio change will contribute materially to eliminating the viewed-through-a-mail-slot effect on many CinemaScope presentations," he said.

Chamberlin also mentioned other propection equipment in which standardization and modernization are taking place, among them being a new approach to "heat-on-film" problems, new carbons, aperatures, light level, excessive grain and definition in prints.

Deluxe Film Lab Signs New Pact with Local

A two-year contract has been signed between IATSE Local H-63 and Deluxe Film Laboratory, granting salary increases from $4.00 to $7.00, depending on job classifications, union officials have announced. The contract is retroactive to Oct. 1.

The contract, approved by the executive board of the union and ratified by the local membership also reclassified several jobs into higher labor grades, increasing the minimum scales and providing increases for those holding the positions. Three weeks vacations were granted for employees with over 12 years of service.

Ginger Rogers Forms Lincoln Productions

HOLLYWOOD, Oct. 29.—Ginger Rogers has formed her own company, Lincoln Productions, to produce films for theatrical and television release.

Stevens Favors 'Giant' In 1.66 to 1 Ratio

"Giant" should be projec the aspect ratio of 1.66 to 1 der that "its pictorial and e impact may not be reduced," Stevens, producer of the Warner Brothers release, sa wire to the International Alli Theatrical Stage Employees.

Stevens took exception to ment by Merle Chamberlin, projection at M-G-M studio had said that the aspect r wide-screen pictures seems approaching standardization to 1. The producer said, "I sh belief that the motion picture capitalize on the resource of height."

McKeesport Manag Ask City Tax Remo

McKEESPORT, Pa., Oct. 29. Fordan, manager of Stanley W Memorial and Victor Theatr William Weiss, operating the and Victor, have made a form test to the City Council that the community's five per cent ment tax is lifted next year, it necessary to place two of the t on partial operation or close th tirely.

The exhibitors, in their p pointed out that the Federal G ment has removed taxes on tic 90 cents and less; that neigh Clairton removed the amusem last year, and that Duquesne tax.

NEW YORK THEAT

RADIO CITY MUSIC HA
Rockefeller Center
"TEA AND SYMPATH
starring
DEBORAH KERR • JOHN KE
In CinemaScope and Metrocolor
An M-G-M Picture
and SPECTACULAR STAGE PRESENTA

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JUdson 6-0367

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope William nup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturday days and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100, Cable address: "Quigpubco, New York." Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York N. Y. under the March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

EOPLE

Stellings, president of Stewrett Theatres and recently president of Theatre Owners ica, will be guest of honor nday at a stag party to be him by the Charlotte, N. C. Club.

□

n Berke has resigned as producer for Guild Films his own New York produpany, making full length fea- United Artists release.

□

n Goldman, Philadelphia ead, has resigned as mem- he Mayor's Theatre Control ormed several years ago as ing body for stage attracldman holds that recent de- f the U. S. Supreme Court board of any right to police oductions.

□

Carter, of Ottawa, has ned to the new post of comp- the Canadian Broadcasting ith responsibility for finanations of the CBC.

□

s Carrature has been named of the tax department at adio, effective immediately. ces **Henry Horton,** who re- ently.

f Ohio Board Will Before Convention

MBUS, O., Oct. 29.—The directors of the Independent Owners of Ohio will meet on Nov. 12, at the Deshler-Hil- here on the eve of the state n of the association, Nov. 13- rding to Robert Wile, ITO secretary.

nvention will open Nov. 13 luncheon, with registration g. Speakers at the luncheon noon session are scheduled to Abram F. Myers, Allied gensel; Rube Shor, president of y Emanuel, eastern Pennsylhibitor.

timonial dinner to Martin president of the association 1 to 1923 and from 1925 to ll be held Tuesday evening ellow Room.

d Republic Suit

York Supreme Court Justice Aurelio yesterday granted Steinberg and Irving Amster, ers in Republic Pictures, the amend their complaints and allegations" in their suit Herbert J. Yates and the Reoard of directors, originally 955. Judge Aurelio, in his sterday, dismissed part of the s in the suit, which had he defendants violated their duties and "wasted corporate permitting certain films to be

Production-Distribution Firms Had $706,489,000 Receipts in '54

By J. A. OTTEN

WASHINGTON, Oct. 29.—Firms engaged in producing and distributing films for other than television use had gross receipts of $706,489,000 in 1954, the Census Bureau reported today.

Producers and distributors of films tv had additional receipts of $85,400,000, the Bureau said. It put the receipts of companies servicing production and distribution firms at $160,149,000, but these of course came out of and duplicated the receipts of the production-distribution companies.

Additional Reports Coming

Comparable figures for earlier years are not available, Bureau officials said, explaining that earlier figures were collected and issued on different bases than the 1954 figures. More detailed reports are due shortly on the operation of production, distribution and service firms in 1954, based on the comprehensive censuses of business and manufacturing taken last year.

The Bureau also revised slightly its earlier-released figures on theatre business in 1954, showing 18,491 theatres with total receipts of $1,407,151,000 two years ago, compared with 18,532 theatres with $1,614,235,000 of receipts in 1948. Preliminary figures released in May had shown 18,560 theatres in 1954 with $1,415,763,000 of receipts.

Overall Total Unobtainable

The production-distribution receipts naturally come largely out of the theatre receipts, and are not receipts from the public in addition to the theatre receipts. However, some production-distribution receipts do not come from theatres—such as receipts from sales of old films to television. There's no way of figuring, Census officials said, just how much all branches of the industry took in from the public, with duplication and overlapping eliminated.

Today's report showed 1,156 companies engaged in motion picture distribution activities, with total receipts of $685,404,000. These receipts included receipts from export sales. The distribution firms included 798 distributing films for other than television use, with total receipts of $637,482,000. Another 84 firms distributed films for television, with receipts of $24,052,000, and 274 additional firms supplied film delivery and other services for film distributors, with total receipts of $23,870,000.

775 Companies in Production

According to the Bureau, 775 firms were engaged in actual film production in 1954, with total receipts of $130,355,000. These firms included 541 companies engaged in producing films for theatres and other non-television use, with receipts of $69,007,000 (and 234 firms producing tv films, with receipts of $61,348,000. Another 421 companies were engaged in casting services, scenery rental, camera rental and other services allied to film production, and these firms had $136,279,000 of receipts.

Bureau officials explained that production receipts included only film rentals received directly from exhibitors, receipts from outright sales of films, and miscellaneous receipts other than from film rentals. Receipts from independent distributors and from company-owned distribution offices are included in distribution receipts and not in production receipts.

Figures from Different Years

The previous film industry census took figures from production and distribution in different years—the former in 1947 and the latter in 1948—and included different types of companies and different types of receipts. For example, the 1947 census of manufacturing showed 277 firms engaged in film production and service activities, with "total cost of work done" reported at $460,143,000. The 1954 census counted more companies, but used the artificially-calculated "receipts" figure instead of the "cost of work done."

The 1948 census of distribution showed 651 establishments with receipts of $533,963,000. This did not include distributors of non-theatrical films, but otherwise should be comparable to the 1954 figures for distributors of films for other than tv use.

Drive-ins Total 3,775

The revised figures for theatre receipts published today showed 14,716 conventional and portable theatres with receipts of $1,179,371,000, and 3,775 drive-in theatres with receipts of $227,780,000. The 1948 census showed 17,721 conventional and portable theatres with receipts of $1,567,402,000 and 811 drive-ins with receipts of $46,833,000. All receipt figures include admissions taxes. Census officials cautioned on one difference between the 1954 and 1948 figures: the lower federal admissions tax rate in effect in 1954.

Cinerama Would Settle Claims and Obligations

Cinerama Productions Corp. hopes to settle by the end of this month, all of its outstanding claims with Cinerama, Inc., and to have terminated all future obligations to Lansing Foundation, Inc., president Milo J. Sutliff has declared in a letter to stockholders.

Sutliff said that Cinerama Productions has liquidated a $1,940,000 debt and, in effect, paid out of theatre net income its share of exhibition and production costs in the amount of $3,578,000.

He also said that "many advantages were realized by us in the agreement with Stanley Warner Cinerama Corp., in which the company transferred its exclusive license and obligations for the production and exhibition of pictures in the Cinerama process." Sutliff said that among the advantages is a 25 per cent increase in "our share of current net profits of the first four theatres, and in addition, an immediate distribution of 10 per cent of the net profits in 11 additional theatres which were opened in the U. S. and Canada, effective with the exhibition of 'Seven Wonders of the World'."

Sutliff said that the next film in the Cinerama process is "The Search for Shangri-La" and that it is nearly completed and preparations are going forward for yet another film, to be entitled "The Eighth Day."

. . . NEWS ROUNDUP

'Giant' Seen 'Top Grosser'

Based on the returns of its first three openings to date—New York, Hollywood and Chicago—George Stevens' production "Giant" has already established itself as the "foremost contender for top grossing honors in the history of Warner Bros.," the company said yesterday. At the Roxy Theatre here it did $165,000 in its first week, $152,000 for a second, and is expected to draw $120,000 in its third week ending tomorrow night. A Grauman's Chinese Theatre in Hollywood, where the picture's first week recorded $50,000, it is expected to wind up its second week tomorrow night with $45,000. At the Chicago Theatre, where the picture opened Thursday, it has grossed $54,269 in its first four days ending Sunday night, and is anticipated to gross $80,000 for the week.

■

Kreisler Out of Budapest

Bernard Kreisler, official of the International Film Associates Corp., now on a tour behind the Iron Curtain to negotiate sales for a package of American-made films there, was reported by the United Press to be "one of the first Americans to escape from Hungary since the uprising began."

■

'Silent' Big in Mich.

Columbia's "The Silent World" did $4,200 for its first three days at the State Theatre in Kalamazoo, Mich., after the opening day of $1,450 set a new one-day record for a Columbia film there, topping "Caine Mutiny."

■

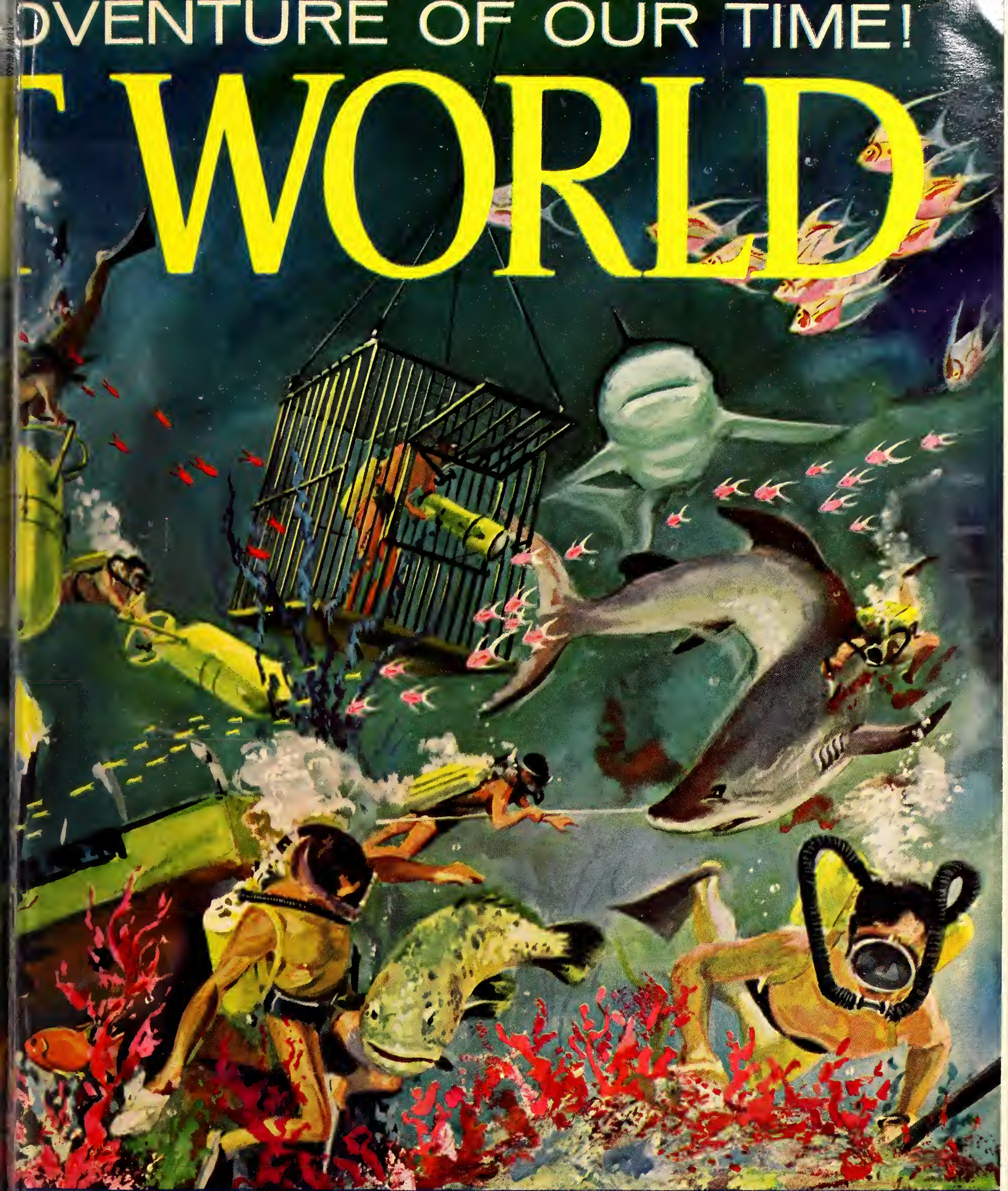
'Shark' Co-op Program

A vast retail co-operative program spotlighting Samuel Goldwyn, Jr.'s CinemaScope production of "The Sharkfighters" at more than 200,000 outlets in 123 major market areas has been set by United Artists, it was announced yesterday by Roger H. Lewis, UA national director of advertising, publicity and exploitation.

PRE-SOLD TO MILLIONS via Capt. Jacques-Yves Cousteau's world-famed best seller (Book-of-the-Month Club, Reader's Digest Book Club, Pocketbooks, hardcover editions, etc.)!

Winner of the 1956 Cannes Festival Top Award, The Golden Palm... World's Foremost International Motion Picture Award!

Launched by **COLUMBIA**...with TV, ra



Two years of filming, in the Indian Ocean, Red Sea, Mediterranean and Gulf of Aden! 5000 dangerous dives! 19 miles of film excitement! Sights never before seen by human eyes!

Yves Cousteau and Louis Malle with Frederic Dumas, Albert Falco, the divers and the crew of the Calypso. **TECHNICOLOR®**

wspaper and magazine promotions!

In the THEATRE EQUIPMENT and Refreshment WORLD . . .

. . . with RAY GALLO

J. F. "JACK" O'BRIEN" has been named manager of the RCA Northeastern Region, with headquarters in Boston. As chief executive in that territory, O'Brien will play an important part in determining policies and dealing with problems relating to the sales and merchandising of all RCA and RCA Victor products.

•

Helmco-Lacy, Inc., Chicago, has developed several models in its new line of "Fountainettes." Newly featured in the single pump models are lever action pumps instead of the plunger type previously used. These new stainless steel pumps are adjustable for exact portion control and can accommodate a variety of toppings, including cold fudge.

•

The appointment of Henry Schwartz as representative in the metropolitan area was made by the Bennet Mfg. Co., Alden, N. Y., a leading manufacturer of waste receptacles. Schwartz has been in the janitor supply field since 1935 and is well known to jobbers and dealers around town.

•

Selenium rectifer units are offered by the Kneisley Electric Co., Toledo, to replace conventional 15-ampere bulb tubes of 40-, 50- and 60-ampere tube rectifiers. Called "Sel-Tubes," they fit into the same space and require no external wiring.

•

Doc Faige & Associates, New York, have marketed a carbonsaver for 9mm, 10mm, 11mm and 13.6mm positive carbons. Manufactured by Howard Neilson, the new device is adapted to both Ashcraft and Strong rotating carbon lamps.

•

A cleaning agent applicable to many different surfaces inside the theatre has been announced by the Kusiel Chemical Co. of New York. Called "Randu," the compound may be used on all surfaces unharmed by water.

•

Walter Reade, Jr., head of Walter Reade Theatres, has had a "Vicralite" lenticular screen installed in the St. James Theatre, Asbury Park, N.J., for "War and Peace."

•

Three different models of an electrically-cooled pre-mix beverage dispenser have been placed on the market by S & S Products, Lima, Ohio. Called the "Quikold Premix," this manually operated cold drink dispenser comes with a single draft arm for one flavor, a pair of draft arms for two flavors, and three draft arms for three flavors.

REVIEWS:

Curucu, Beast of the Amazon

Universal

PRODUCERS Richard Kay and Harry Rybniek have come up with a spine-chiller, released through Universal, for the younger element and those older folk who like to be seared out of their senses. And while this latest example of its genre offers nothing espeeially new, there is some authentie Brazilian jungle seenery, in Eastman eolor, and brawny John Bromfield and shapely Beverly Garland are on hand as adventurers in the wild area. Curt Siodmak has written and direeted the film for fairly suspenseful results, and it is being offered on a "paekage" basis, eommeneing in Deeember, with "The Mole People," another horror film item from Universal.

Bromfield plays a plantation foreman in the Amazon area who is puzzled by the loss of many of his native workers to a legendary monster who has the appearanee of a huge bird. After obtaining permission from the home offiee in Rio, he goes up the Amazon to traek down the monster, aeeompanied by a woman doetor, Miss Garland, who is looking for an alleged eancer eure supposed to be contained in the substance used for shrinking human heads. The "monster" turns out to be their guide, Tom Payne, a native who is seeretly the ehief of a head-hunting tribe. Payne has devised a kind of Hallowe'en eostume made up of eolorful bird feathers and a monstrous-looking papier-mache-type head, with whieh he terrorizes one and all.

However, before the protagonists make this diseovery they get lost in the jungle, ehased by fieree native tribes, attaeked by snakes and other denizens of the wild, seratched, bitten, eaptured and threatened with death. Amidst the distraetions, Bromfield and the lady medieo develop a romanee. All ends well for the lovers when a native ehief whom Miss Garland had treated for appendicitis rallies his tribe and reseues them from the headhunters. Then it's baek to eivilization and safety.

Running time, 76 minutes. General elassifieation. For Deeember release.

LAWRENCE J. QUIRK

The Mole People

Universal

THIS UNIVERSAL PRESENTATION, which is being made available in a "paekage" with "Curueu, Beast of the Amazon," is a seary enough eoncoction, although the situations strain eredibility at times. The suspense quotient, however, is high, and the produet should do a goodly business among devotees of this kind of entertainment. Virgil Vogel direeted and William Alland produeed.

The sereenplay of Laszlo Gorog tells of a weird people who inhabit the underground reeesses of a snow-covered Asian mountain area. A seientifie expedition, headed by John Agar, eomes upon them when they investigate the site of an aneient Sumerian eivilization. Deseending into a deep mountain reeess into which one of their party has fallen, Agar and his friends find themselves trapped by a landslide and foreed to seek egress through a series of tunnels. They eome upon an underground eivilization deseended from the Sumerians which had taken refuge in the mountain centuries before and today eannot even stand sunlight.

Using the harsh rays of their flashlight to keep the inhabitants at bay, Agar and his associates investigate their surroundings. The king, Arthur Gilmour, and his people, awed by the flashlight, think the explorers are gods, but the high priest, Alan Napier, is suspieious, and eventually is instrumental in ordering their death sentenee.

The Sumerians keep under subjeetion a sort of sub-raee, the mole men, who are monstrously ugly in appearanee and have gigantic elaws for digging into the earth. These slaves revolt, and help Agar and party to return to the upper earth. Cynthia Patriek is on hand as a Sumerian girl for whom Agar develops an attaehment, and Hugh Beaumont, Nestor Paiva, Phil Chambers, Rodd Redwing and Robin Hughes lend adequate support.

Running time, 78 minutes. General elassifieation. For Deeember release.

L. J. Q.

Hyman Tour

(*Continued from page* 1)

major point in the ten-point gram promulgated by Leonard Goldenson, AB-PT's president, Hyman, and recently stressed at national conference of the compa affiliates and executives.

Hyman has met with manager theatres operated by AB-PT and affiliates in Detroit, Buffalo and R ester, urging greater local-level operation between the theatres the distributors in the advertising exploitation of pictures.

Woman Producer

(*Continued from page* 1)

just completed "The 27th Day," second under a six-film deal with lumbia. The first, "Reprisal," star Madison, is in current release. lumbia is financing the product which will be made over a five- period. "The 27th Day" will be leased next March she said.

Asserting that she in interested "science *fact* rather than science tion subjects," Miss Ainsworth told press at the Hotel Warwick yeste that she feels a woman's intuitio important in film-making both selection of stories and their deve ment, and noted that audiences predominantly women. She expre hope of some day making roma dramas tailored to women's tastes revealed that she is currently end oring to interest women audience action subjects and other filmic n rial usually appealing to men e sively. This she does by blen in her action and science fact films gredients that appeal to both sex

Miss Ainsworth revealed that cently she showed "Reprisal" to a 20 women representing a cross tion of distaff organizations inclu P.T.A.'s American Legion auxili Gold Star Mothers, etc., and got l ly favorable reaction. She believ "being sold on what you are d believing one hundred per cen your project." One subject in w she believes is tolerance. She Madison, who is one-eighth In have endeavored in their films to sent the Indian in a more human sympathetic light," she said.

Cinerama to Miami

MIAMI BEACH, Fla., Oct. Jack Caplan of the Roosevelt Th reports leasing negotiations have completed with Cinerama, Inc., fo installation of Cinerama equipme the theatre. Remodeling is expe to cost approximately $100,000 was scheduled to start this week a possible opening on Dec. 5 "This Is Cinerama."

'Brave' Big in L.A.

HOLLYWOOD, Oct. 29.— King Brothers' "The Brave C which opened Friday at the 900 Four Star Theatre here, rolled "tremendous" three-day gross of 421, RKO, which is releasing it ported yesterday.

bian Hits

(Continued from page 1)

the motion picture industry future—"that nothing in the entertainment has been in- designed or created, that is r superior to a motion picture notion picture theatre screen" ed that the public still wants entertainment despite televi- th spectaculars, tv first-runs, dded playlets and shelved film

s been proven, Fabian stated, en adequate product, "we can our position as the most im- factor in the relaxation and nment of the American pub- it the studios, indifferent to ds of their customers, continue ue policies of restricted pro- , he said. "Among other rea- neirs is the fallacious belief hey make fewer pictures, they ke better pictures. We don't ow to change their thinking, ough we have tried. We are owever, that time and experi- ill do that. But we do know ically that this policy of re- a limited amount of pictures imental to our welfare," he

n told the Florida convention -W policy "to invest sufficient time and energy to make a of top quality pictures." He exhibitors also to take a ook at doubtful pictures" as ay be some slant in building ; that might have been over-

es 'Marginal Houses' Out

S-W president also said "in nion you should face the grim t the present number of thea- not endure against the com- within and without the in- Marginal houses, shabby and ted, without modern equip- in over-seated situations and d neighborhoods—these will be ualties of the next few years." y towns and areas are over- Four-wall theatres are fight- ough struggle against drive-ins. are not enough pictures cur- to go around or enough cus- to fill the theatres and drive- v in existence. Undoubtedly, ure of our industry will ad- elf to the fact that drive-ins important factor."

ndustry veteran told the Flor- wmen that the basic impor- tor to exhibition is one big exhibitor organization to in- ll factions and opinions. Fa-

bian also called attention to the Council of Motion Picture Organizations and its program for the future, including the Theatre Owners of America-sponsored national promotion and public relations plan.

Stellings Optimistic

(Continued from page 1)

meeting of Motion Picture Exhibitors of Florida. Additionally, he said, officials of the Motion Picture Association of America have expressed willingness to better relationships with exhibitors.

The meeting here, which drew 400 delegates, also was addressed by Irving Mack, Chicago; James W. Cartwright, Daytona Beach; Ronnie Otwell, Columbus, Ga.; James Gaylord, Troy, Ala., and Russell Kay, head of the Florida Press Association, who advised his audience to "make friends with your newspaper editors and ad men and don't just call on them when you want a favor done."

SDG Awards

(Continued from page 1)

gan; "Moby Dick," John Huston; "Somebody Up There Likes Me," Robert Wise; "The Eddy Duchin Story," George Sidney; "The King and I," Walter Lang, and "War and Peace," King Vidor.

Independents Eye Todd-AO

(Continued from page 1)

while expenses added up to $1,408,000 for the period, enabling the distribution organization to have an excess of $2,237,000.

It was reported to the stockholders that Magna expects to finalize an agreement with one producer to use Todd-AO momentarily and that Magna would both invest and distribute the film "if the deal goes through." Magna is also involved with Rodgers & Hammerstein Productions in making "South Pacific" in Todd-AO and CinemaScope, along with 20th Century-Fox, who is also investing in this film, Skouras said.

The Magna president, in recounting the history of the company during the past year, along with problems and developments in the Todd-AO process, said that at present there are 30 theatres equipped for it in the U.S. and Canada. He said that American Broadcasting-Paramount Theatres will install Todd-AO equipment in five more theatres shortly for the engagements of "Around the World in 80 Days" and that there should be about 50 installations by the time "South Pacific" is ready for release.

Tells of Fox, RKO Pacts

Skouras also told stockholders of the agreement with 20th-Fox and RKO Radio Pictures concerning domestic and foreign distribution of the CinemaScope version of "Oklahoma!" He said that the domestic deal with 20th-Fox, in which Magna will receive $2,500,000 by next March, will enable the company to pay off its debentures and bonds at that time.

Bollengier, in reply to a stockholder query, said that in his opinion, the CinemaScope version of "Oklahoma!" would "gross domestically about $10,000,000." Skouras said that RKO has informed him the CinemaScope film abroad should gross about $12,000,000. He said that 400 prints of the CinemaScope version have been ordered thus far for domestic distribution.

Skouras also explained the Magna tie-up with Todd-AO Corp., and the company's nickel royalty provision on every admission ticket sold, saying that this contract provision "would be one revenue source which would bolster our business in the next year."

The Magna stockholders also approved a management proposal for a five year contract for Skouras, effective Sept. 17, 1956. By a vote of 2,012,485 for to 8,526 against, stockholders approved the $500 per week contract, which also provides for Skouras to have a stock option up to 50,000 shares at $2.34 per share.

Elected as directors of Magna Theatre Corp. were Bollengier, Oscar Hammerstein II, Herbert P. Jacoby, James M. Landis, Charles B. McCabe, Richard Rodgers, Edward H. Rowley, Joseph M. Seider, Skouras, Raymond V. Wemple, James F. Burns, Jr., and Frederick M. Warburg, the latter two representing debenture holders.

Columbia Meet

(Continued from page 1)

of the Columbia laboratory operation, for 1,000 shares of stock at the initial price of $19.36.

The Columbia notice discloses that the nine directors up for reelection are Harry Cohn, president; Jack Cohn, executive vice-president; Schneider, Leo H. Blancke, N. B. Spingold, vice-president; A. Montague, vice-president; Donald S. Stralem, Alfred Hart, and Abraham Sonnabend.

Cohn, in his official capacity as president, received an aggregate remuneration of $217,300; Jack Cohn, $148,400; Schneider, $145,750, and Montague, $132,500.

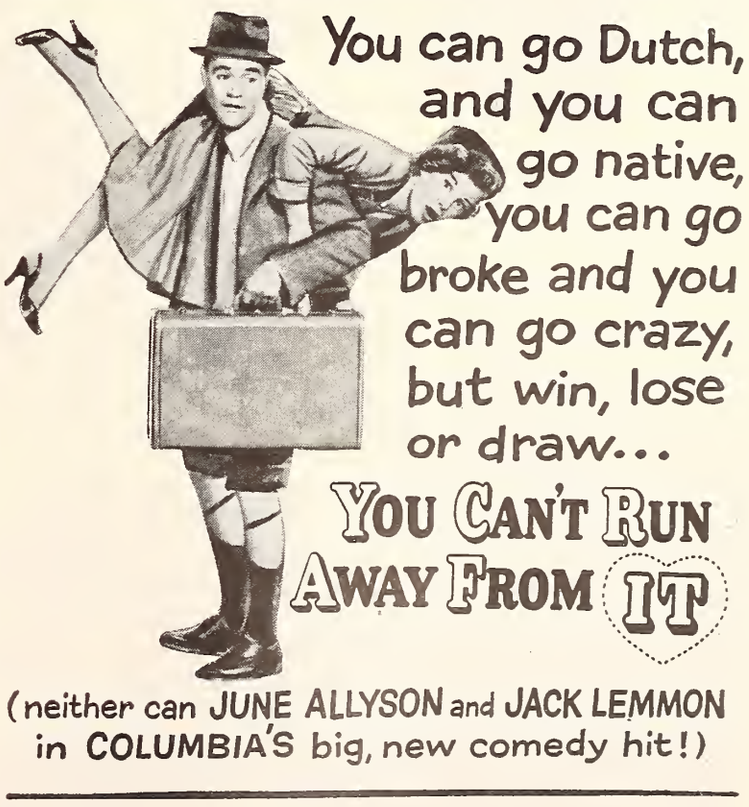
AB-PT Extension

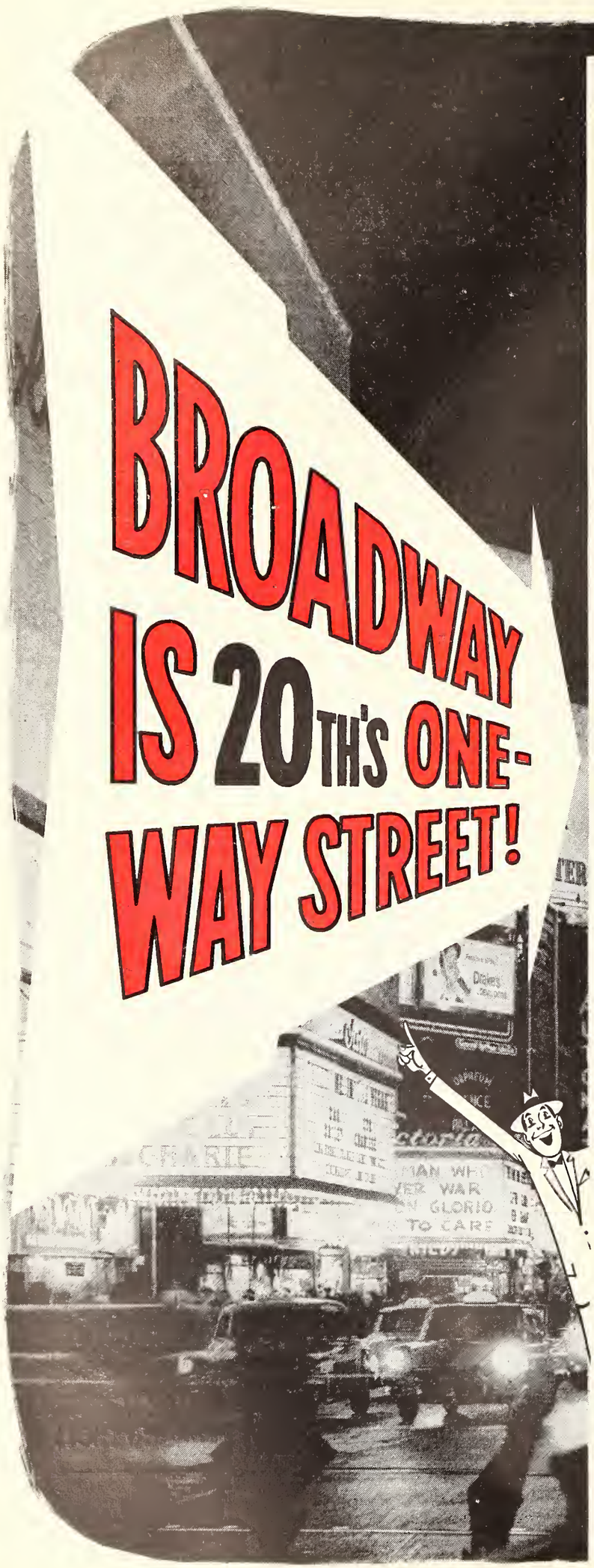
(Continued from page 1)

other theatre, with divestiture expected by Nov. 5.

The extension was granted, Justice said, because of the complexities involved in disposing of the 21 theatres in the Maine and New Hampshire Theatres Co., in which AM-PT owns a 50 per cent interest.

The company is the only one of the five major companies involved in the Paramount case which has not yet completed divestiture. Originally it had the largest number of theatres—774—to divest.





ROXY
NEXT ATTRACTION!
anastasia
CINEMASCOPE · COLOR by DELUXE
starring INGRID BERGMAN
YUL BRYNNER · HELEN HAYES

PARAMOUNT
NOVEMBER 15th!
love me tender
CINEMASCOPE
starring RICHARD EGAN · DEBRA PAGET
and introducing ELVIS PRESLEY

MAYFAIR
NOVEMBER 2nd!
RODGERS and HAMMERSTEIN present
oklahoma!
CINEMASCOPE
starring GORDON MacRAE · GLORIA GRAHAME
SHIRLEY JONES · GENE NELSON
CHARLOTTE GREENWOOD · EDDIE ALBERT
JAMES WHITMORE · ROD STEIGER
Color by TECHNICOLOR · A Magna Production

GLOBE
NOVEMBER 16th!
teenage rebel
CINEMASCOPE
starring GINGER ROGERS · MICHAEL RENNIE
introducing three stars of tomorrow
BETTY LOU KEIM · WARREN BERLINGER · DIANE JERGENS

LOEW'S STATE
NOW!
between heaven and hell
CINEMASCOPE · COLOR by DELUXE
starring ROBERT WAGNER · TERRY MOORE
BRODERICK CRAWFORD

VICTORIA
4 WEEKS ON BROADWAY!
the best things in life are free
CINEMASCOPE · COLOR by DELUXE
starring GORDON MacRAE · DAN DAILEY
ERNEST BORGNINE · SHEREE NORTH

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

80, NO. 85 NEW YORK, U. S. A., WEDNESDAY, OCTOBER 31, 1956 TEN CENTS

ders Approve

)lden Jubilee dustry Plan ets Go-Ahead

licity Men to Develop AA Promotion Project

From THE DAILY Bureau

LLYWOOD, Oct. 30 — Holly- studio heads and studio pub- directors have decided to go with plans for a "Golden Jubi- or Hollywood, as part of the l program of the Motion Pic- ssociation of America to stimu- reater public interest in motion es.

ting last night, top film ex- es and their publicity directors d favorably to the proposal and ity men were given authoriza- o develop further details for t. No final decision was reached e publicity directors will meet this week for a detailed pres- n, to be offered studio and ny heads.

under discussion Monday night

(*Continued on page 4*)

er Receives Tribute 'Friendly' Premiere

From THE DAILY Bureau

LLYWOOD, Oct. 30. — In ition of "his outstanding ements in, and contributions to, pictures," tribute was paid to- to producer-director William at Allied Artists' invitational re of "Friendly Persuasion" at

(*Continued on page 3*)

ns Call Off an Film Week

Special to THE DAILY

IE, Oct. 30 (By Cable)—The an Film Week," which had cheduled to take place here on , the anniversary of the Soviet tion, has been suspended, it nnounced today. The govern- took the action because of the g in Hungary and "fears of the ns of the Italian people against n delegates."

Cites 64 Top Films Today

By HARRY ALLEN, JR.

TORONTO, Oct. 30.—Those who are pessimistic about the future of product in the industry were assailed by Ben Geldsaler, chief booker and buyer for Famous Players Canadian Corp., at the company's annual regional meeting in Niagara Falls.

Surveying the product picture, in which he included 64 films from nine companies, Geldsaler said: "Too much has been said about the decline of public interest in our business, and not enough has been said about the great attractions which are being shown in the motion picture theatres today."

Geldsaler made his pertinent com-

(*Continued on page 2*)

Lombardo Sees Global Production as Solution

Internationalization of film industries with various countries engaging in co-production and thus expanding the potential market for each film is the most logical solution to the financial difficulties which are stalling producers around the world, according to Dr. Goffredo Lombardo, president of Titanus Films of Rome.

Dr. Lombardo is here negotiating with U. S. companies for several joint projects. He reported at a press conference yesterday that discussions

(*Continued on page 2*)

Movietone Newsreel Business Up 15.4%

The weekly domestic revenue of Movietone News has increased 15.4 per cent since the withdrawal of the Warner newsreel from the market, according to a 20th Century-Fox sales executive.

The circulation of the Movietone Newsreel has increased also domestically to a point where 148 more prints are being ordered, he said.

Johnston to Report On Red Tour Today

A report of his survey of Iron Curtain motion picture industries will be given to the board of directors of the Motion Picture Export Association today by Eric Johnston, MPEA president.

Johnston, who returned to the U.S. over this past weekend from Europe, visited Poland, Czechoslovakia, Rumania, Hungary, Russia and other satellite nations. He was accompanied by George Weltner, president of Paramount Film Distributing Co., and MPEA vice-president Griffith Johnson.

The MPEA directors will be advised of tentative agreements worked out by the American industry figures with Hungary, Poland and Czechoslovakia and pending discussions with the Soviet Union concerning the distribution of American product there.

Johnston, who will meet with the board this morning, will hold a press conference at 12:30 P.M.

Blame Changes in Living Habits For Drop in Cleveland Grosses

Special to THE DAILY

CLEVELAND, Oct. 30—Fewer patrons attended the theatres in the Greater Cleveland area during September and the first three weeks of October this year than in a similar period in 1955. A survey of the situation indicates a drop of approximately ten per cent in the downtown first run situations and a drop of from eight to twelve per cent in the neighborhood houses. This drop is in spite of the recent federal admissions tax cut. "Practically all area theatres maintained their pre-tax admission scales so if we take into consideration this tax cut, our business is actually down between 18 and 22 per cent in the neighborhoods," a circuit owner estimates.

Most exhibitors attributed the drop not so much to television with its access to more film backlogs as to new living habits on the part of the public.

"It's the change in the pattern of modern living that has caused the drop in our business," in the opinion of Frank Cost, manager of the Lake and Shore neighborhood theatres. "In the first place, Cleveland is an industrial city. Factory employes are working steadily. They have to get up early in the morning. So they

(*Continued on page 5*)

Levy Charges

Competitive Bidding is 'Uneconomic'

TOA Gen. Counsel Urges Re-evaluation by Industry

Special to THE DAILY

JACKSONVILLE, Fla., Oct. 30.—The motion picture industry, "especially distribution, should take time now to take an inventory of itself to reappraise the facts, and their judgment, in all situations where they are now employing competitive bidding," in the opinion of Herman M. Levy, general counsel for the Theatre Owners of America.

Herman Levy

Levy, speaking before the annual

(*Continued on page 5*)

MPEF Elects Garner; Pinanski a Speaker

Special to THE DAILY

JACKSONVILLE, Fla., Oct. 30.—B. B. Garner, president of Talgar Theatres, Lakeland, and a veteran of nearly 40 years in Florida show business, was elected president of the Motion Picture Exhibitors of Florida at the group's closing session today.

Other new officers named were

(*Continued on page 5*)

$1,500 Given Hospital In Memory of Starr

The motion picture industry has contributed $1,500 to the Children's Hospital of Nashville, Tenn., in memory of the late Alfred Starr, who died October 15. Philip Harling, executive of Fabian Theatres here, said yesterday that all contributions should be sent to him at 1585 Broadway, New York City.

PERSONAL MENTION

JOSEPH R. VOGEL, president of Loew's, Inc., is scheduled to return to New York from the Coast at the weekend.

•

HAROLD BOXALL, managing director of London Film Productions, Ltd., and MRS. BOXALL will return to England from New York today aboard the "Queen Mary."

•

AL FITTER, United Artists Western division manager, will arrive in Chicago tomorrow from New York.

•

JAN DALRYMPLE, British producer, returned to London yesterday from New York via B.O.A.C.

•

MUNIO PODHORZER, president of United German Enterprises, will leave here today for Washington.

•

LEO PILLOT, former 20th Century-Fox publicity executive, is the father of a daughter born to MRS. PILLOT at Hackensack (N. J.) Hospital.

•

JAMES J. LARKIN, theatrical sales representative for B.O.A.C., has left New York for Clinton, Tenn.

•

ISADOR M. RAPPORT, owner of the Town, Hippodrome and Little theatres, Baltimore, has left there for Las Vegas and the Coast.

•

NATHAN RUDICH, United Artists assistant publicity manager, is the father of a daughter born here to MRS. RUDICH at Doctors Hospital.

•

EMANUEL FRISCH, treasurer of Randforce Theatres, has returned to New York from Mexico City.

•

HERMAN M. LEVY, general counsel for Theatre Owners of America will return to New York today from Jacksonville, Fla., en route to his New Haven, Conn., home.

•

ANTONIO GARCIA, Allied Artists International representative in Cuba, returned to Havana yesterday from New York.

Seattle Likes 'Rebel'

SEATTLE, Oct. 30—20th Century-Fox' "Teenage Rebel" is outgrossing "The Man in the Gray Flannel Suit" and is rivalling "The King and I" in its opening at the Coliseum Theatre here. In its first three days it also did better than a number of other Fox CinemaScope films, including "The Revolt of Mamie Stover," it was stated.

M. P. DAILY picture

SAM PICKS THE WINNER—and the winner is printing executive K. P. MacNaughton. The scene yesterday at Toots Shor's, the climax of Cinema Lodge's sale of certificates to raise money. Samuel Rinzler, local "dean," performed the pleasant chore. With him, S. Arthur Glixon, Martin Levine, Zelda Scher, actress Norma Moore, president Robert Shapiro, and comedian Alan King. Ninety persons of the industry heard Shapiro and King point up necessity and function; and they also heard Oscar Goldstein, assistant executive director of Grand Lodge No. 1, predict a period of propaganda, invective and distortion and therefore a necessary vigilance and combat.

Lombardo

(*Continued from page* 1)

were getting "definite" on plans for six films which will be co-produced with "more than one American company."

"We have decided to invest five to six million dollars in American co-productions this year," he announced. "This includes one picture that will be made here in this country."

Titanus Films is also a distributing company for American films, he said, and the extra cost involved in making a picture in the U. S. would be balanced by its European release through the Italian company.

Dr. Lombardo stated that further information would be jointly released with the companies involved. He is also negotiating with television film producers to make use of Titanus studios for pictures to be made in Italy, he added.

Moe Fraum, 62

Funeral services were held yesterday for Moe Fraum, 62, Columbia Pictures' New York exchange salesman, at the Park West Memorial Chapel here. Fraum died Sunday. He had been with Columbia 30 years. He is survived by a wife, three children and several grandchildren.

Holden in 'River Kwai'

HOLLYWOOD, Oct. 30.—William Holden has joined Jack Hawkins, Alec Guinness and Sessue Hayakawa in Columbia's "Bridge Over River Kwai," which Sam Spiegel will produce, with David Lean as director.

Ontario Buiness Up, Odeon Circuit Reports

TORONTO, Oct. 30—Business in 70 per cent of Odeon Theatres' Ontario operations "had this year stabilized their box office receipts and, in many cases, substantial increases were being shown as compared with the same period in 1955," a press release from the circuit states.

The release, issued from the head office here, follows a series of three regional meetings—Hamilton, Toronto and Kingston—at which no more than 12 managers were at a single session.

L. W. Brockington, president, was not at the meetings, since he was preparing to leave for India, where he will head the Canadian delegation to the UNESCO conference.

Other executives at the meetings were E. G. Forsyth, assistant general manager; Harvey Hunt, director of film buying and booking; Ron Leonard, director of advertising; Bob Gardner, director of motion picture clubs and screen advertising; and Steve R. McManus, Ontario district manager.

'Ten' Phila. Benefit

PHILADELPHIA, Oct. 30.—The premiere of "The Ten Commandments," scheduled for Nov. 25 at William Goldman's Randolph Theatre, will be staged for the benefit of the Motion Picture Associates of Philadelphia, it was announced by Norman Silverman, Republic branch manager, recently elected president for the coming year.

64 Top Films

(*Continued from page* 1)

ment in the introduction to a speci booklet, "Gold for the Box Office prepared for distribution from Gel saler's survey by James R. Nair of the circuit's Public Relations D partment.

Listed are eight films from Par mount, nine from 20th Century-Fo nine from Warner Bros., 11 fro M-G-M, six from Columbia, seve from United Artists, four from En pire-Universal, four from IFD, an two from Allied Artists, for a tot of 64.

Another upbeat note was sounde by Rube W. Bolstad, vice-presider of the company, when he said—"Th is a great business—for those wh have faith in it; for those who wo at it; for those who intelligently ma age it."

DeMille, Boasberg Guests

He spoke at the closing dinner the conference, of which Morris Stei eastern division general manager, w chairman. Among those who we guests at the dinner were C. B. D Mille and Charles Boasberg.

Following the Niagara Falls mee ing, a quintet of the company's exec tives went on the western trail to ho the company's western regional mee ing in Edmonton. In the troupe we John J. Fitzgibbons, president; B stad; Bob Eves, western division ge eral manager; Geldsaler, and Nai

Panavision Producing Projector Convertors

HOLLYWOOD, Oct. 30.—Pana sion today announced it is in f scale production on its conversion standard 35mm. Simplex projectors combination 35, 65 and 70mm. mo els through designs pioneered by t M-G-M studio projection departme John R. Moore, executive vice-pre dent of Panavision, said that the pr jectors can be changed from 35 65 or 70mm. and back in seve minutes through the company's co verters, which will be available reasonable cost.

Showplace of the East
FOR YOUR SCREENINGS
• Three Channel interlock projection
• 16, 17½ & 35 mm tape interlock
• 16 mm interlock projection
CUTTING & STORAGE ROOMS
MOVIELAB
619 W. 54th St., New York 1
JUdson 6-0367

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. St Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Wea Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams nup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, S days and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Ma Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Her Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York N. Y. under the act March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

MOST JOYOUS EVENT!

From now on you'll hear about it often!

M-G-M Brings All The Hilarious Fun Of The Stage Hit To The Screen!

MARLON BRANDO as that rascal Sakini . . .

★ **GLENN FORD** as eager beaver Capt. Fisby . . .

★ **MACHIKO KYO** as geisha girl Lotus Blossom-m-m

The Teahouse of the August Moon

in CINEMASCOPE and METROCOLOR

co-starring

EDDIE ALBERT

with

PAUL FORD · JUN NEGAMI · NIJIKO KIYOKAWA · MITSUKO SAWAMURA

Screen Play by JOHN PATRICK · Based on a Book by VERN J. SNEIDER and the Play by JOHN PATRICK

Directed by DANIEL MANN · Produced by JACK CUMMINGS · An M-G-M picture

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)

'Jubilee' Plan

(*Continued from page* 1)

were plans for a visit to Hollywood of a considerable number of the nation's press.

Among those present at the meeting were Y. Frank Freeman, Dore Schary, E. J. Mannix, Harry Cohn, B. B. Kahane, Buddy Adler, Steve Broidy, Howard McDonnell, Ray Klune, Ed Muhl, David Lipton and publicity directors of all the major studios; plus Paul Lazarus, Ronald Reagan and Lou Greenspan of the Motion Picture Industry Council and George Seaton of the Academy of Motion Picture Arts and Sciences. The latter three acted as observers.

Forman Buys Theatre

LAKE ORION, Mich., Oct. 30.—F. Ray Forman has purchased the State Theatre here from Herman Boose and Walter Dodds. Forman also owns and operates the Oxford Theatre, Oxford, Mich. Booking and buying for the State has been placed in the hands of the Clark Theatre Service of Detroit.

Col. Meeting Date

The meeting of Columbia Pictures stockholders will be held here on Nov. 26. The date was inadvertently omitted in the report on the meeting in yesterday's issue of MOTION PICTURE DAILY.

REVIEW:

Death of a Scoundrel

Charles Martin—RKO

EVERY VIEWER WILL SEE comedy, farce, tragedy, drama in "Death of a Scoundrel." And he'll like it. If it can't be categorized the end result can: sheer, fascinating entertainment.

This film of fine box office promise was achieved by producer-director-writer Charles Martin, whose many years of tv producing-writing-directing are clearly apparent in the tight, fast-moving activity and dialogue. But Martin's shrewdest accomplishment was his choice of a cast. George Sanders, Yvonne DeCarlo and Zsa Zsa Gabor carry the picture at an enthusiastic clip that allows for no lagging interest.

George Sanders needs no introduction as the suave, genteel, most-hated-man-in-the-world, skillfully stabbing friend and foe with pointed repartee or "knife in the back." Miss DeCarlo emerges as a marvelously sophisticated comedienne and a very convincing actress. And Zsa Zsa Gabor is unquestionably Zsa Zsa Gabor.

The scoundrel is a financial genius who reaches the heights by means of clever swindles. He uses astute judgment in abandoning women and schemes when they've yielded all they're worth, and his progress is detailed in the manner of a sophisticated comedy.

The lightness with which the scoundrel's career is treated adds much to the realistic qualities of the action, and in the end he and all the other greedy characters around him have attained a convincing reality. His suddenly unfunny panic and desperation when the government seeks to deport him strikes with greater impact because he has been described as a real human being. When he is shot and dies, asking forgiveness from his mother and the girl who loved him, and receiving none, there is reluctant pity for him.

Much credit goes to Martin, whose direction maintained this individualistic unity of a generally excellent cast.

Running time, 119 minutes. Adult classification. For October release.

GUS DALLAS

WARNER BROS.' TRADE SHOWINGS NOV. 9

MARION HARGROVE'S

TAB HUNTER
(in 'Battle' dress again!)
NATALIE WOOD
(a 'Rebel' with a cause!)

"The Girl He Left Behind"

with JESSIE ROYCE LANDIS · JIM BACKUS · HENRY JONES · Screen Play by Guy Trosper · Produced by Frank P. Rosenberg · Directed by David Butler

ALBANY
20th Century-Fox Screening Room
1052 Bway · 8:00 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. · 2:00 P.M.

BOSTON
20th Century-Fox Screening Room
115 Bway · 2:15 P.M.

BUFFALO
Motion Picture Operators Hall
498 Pearl St. · 8:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. · 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. · 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
12 E. 6th St. · 8:00 P.M.

CLEVELAND
20th Century-Fox Screening Room
2219 Payne Ave. · 2:00 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. · 10:00 A.M.

DENVER
Paramount Screening Room
2100 Stout St. · 2:00 P.M.

DES MOINES
20th Century-Fox Screening Room
1300 High St. · 12:45 P.M.

DETROIT
20th Century-Fox Screening Room
2211 Cass Ave. · 2:00 P.M.

INDIANAPOLIS
Universal Screening Room
517 No. Illinois St. · 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. · 2:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. · 1:30 P.M.

LOS ANGELES
Fox Westcoast Sc. Rm.
1837 So. Vermont Ave. · 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. · 3:00 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. · 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. North · 2:00 P.M.

NEW HAVEN
Warner Theatre Screening Room
70 College St. · 1:30 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. · 2:00 P.M.

NEW YORK
Home Office
321 W. 44th St. · 2:15 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. · 10:00 A.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. · 1:30 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. · 2:00 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of the Allies · 1:30 P.M.

PORTLAND
Star Screening Room
925 N.W. 19th Ave. · 2:00 P.M.

SALT LAKE CITY
20th Century-Fox Screening Room
216 East 1st South · 1:00 P.M.

SAN FRANCISCO
Republic Screening Room
221 Golden Gate Ave. · 1:30 P.M.

SEATTLE
Egyptian Theatre
2:00 P.M.

ST. LOUIS
S'renco Screening Room
3143 Olive St. · 1:00 P.M.

WASHINGTON
Warner Theatres Screening Room
13th & E. Sts. N.W. · 10:30 A.M.

Writer-Credit Removal Brings Suit Against AA

HOLLYWOOD, Oct. 30—Michael Wilson, screen writer who was an uncooperative witness before the House Committee on Un-American Activities in 1951, today filed a $250,000 Superior Court action against Allied Artists, producer-director William Wyler and others for deleting his name from the writing credits on "Friendly Persuasion."

Allied Artists invoked the section of the Writers Guild of America contract which permits the studio to remove from credits persons who failed to cooperate with Congressional committees.

Rube Perlman Funeral

Funeral services were held Monday, October 29, for Rube Perlman, DCA field representative, held at Riverside Memorial Chapel. Perlman died of a coronary thrombosis in Cleveland on Friday. He is survived by his wife, two children and a grandchild.

RKO Signs TV Player

HOLLYWOOD, Oct. 30.—Television actress Irene James has been signed to a term contract by RKO Radio and will be tested for a second feminine lead in "Stage Struck," with Henry Fonda, Susan Strasberg and Herbert Marshall.

National Pre-Selling

WALT DISNEY'S "Secret Life," a True-Life Adve feature, is being advertised in ' mopolitan," "Time," "American W ly," "Newsweek" and "This W

•

"Friendly Persuasion" gets co erable assistance in the Oct. 30 of "Look."

The "Movie Review" in the is enhanced by photos in bea colors. In summing up, the revi reports, "Jessamyn West's brings back to the screen some long absent—a movie the whole f will enjoy."

•

The motion picture editor of " quoted both George Bernard and director Otto Preminger in a torial story on Saint Joan appe in the Oct. 29 issue. Director O inger recalled that Shaw once "Joan should be played by an known actress not much older the 17-year-old village maid." cordingly, he held a mammoth test, open to all actresses betwe and 22 who could speak English. tos of the finalists are used and interesting ones of the contest ner, 17-year-old Jean Seberg Marshalltown, Iowa.

•

"The Teahouse of the A Moon" is advertised on the tab contents page of the Nov. 3 iss "The Saturday Evening Post."

•

"War and Peace" has been sel by "Redbook" as the picture o month for November by Flo Somers.

•

"Egyptian ladies used eye sha lip rouge, cheek rouge, nail cosm and perfumed oil," reports Hen Noerdlinger, director of researc "The Ten Commandments," in a ticle titled "Beauty Secrets B.C.," which appears in the No ber issue of "Seventeen."

Noerdlinger has put his res into book form. Titled "Moses Egypt," the book has just been lished by the University of Sou California Press.

•

Marshall Scott of "Cosmopo has selected "The Ten Comm ments" as the "outstanding pictu the month for November."

•

Ruth Harbert, when reportin the November issue of "Good H keeping," on "Around the Wor 80 Days," says "No matter what you have loved best before, we this new one may take first pla your affections."

•

Lloyd Shearer has written a teresting article about Marilyn roe, star of "The Sleeping Pri for the Nov. 4 issue of "Parade.

WALTER

lorida Meet

(*Continued from page 1*)

s L. Cartwright of Daytona h, a district supervisor of Florida Theatres; Sheldon Mandell of city, co-owner of the St. Johns re, and Arnold Haynes, Naples re, Naples, named a vice-presi- along with four holdover vice- lents.

n Pinanski, of Boston, a leader in ouncil of Motion Picture Organi- is, and head of American Thea- gave a forceful luncheon address ich he stated:

Two Basic Problems

nerican exhibitors are faced with basic problems. First, it is ab- ly essential that we have more product, if not from existing com- s then from new companies. d, we need to survey the needs wishes of the American public in this mobile day of automo- are going more and more to the ban shopping centers.

ew pictures must be made avail- to patrons in areas where they to go. They can no longer get he centers of many of our larg- ies where the plush theatres are d. We can lick these changing and trends if we'll only stick her and go in for positive ac-

a morning forum and workshop ed to theatre concessions, three south's leading men in this field constructive approaches to the ems of providing patrons with est selections of food and drinks ive-ins and four-wall theatres. were Van Myers, Moderator, Wometco Theatres, Miami; Hoover, Martin Theatres, nasville, Ga., and Bob Harris, la State Theatres, this city.

Rosenblum for Modernization

rman Rosenblum of the Savron Patterson, urged the adoption of up-to-date selling methods, in- ng the use of cafeteria-type gs for drive-ins.

rida exhibitors showed an eager- to accept the "pay or play" plan hich exhibitors will subscribe to program of 10 or more pictures r from an independent produc- utfit organized by Moe Kerman udor pictures. Many independ- and small circuit owners signed day.

nes Cartwright, Daytona Beach itor, made an appeal for 100 per exhibitor support in the coming Rogers Hospital Drive.

e Tuesday luncheon was spon- by National Theatre Supply, in Theatre Supply, Joe Horn- Dixie Theatre Service and Sup- United Theatre Supply and eastern Theatre Equipment. n Brothers Film Express was at a cocktail party tonight.

Attendance of 500

ward of 500 conventioneers at- ng the closing Tuesday night uet, with George Jessel flying in the Coast to serve as toast- r.

Competitive Bidding Hit

(*Continued from page 1*)

convention of the Motion Picture Exhibitors of Florida at the Roosevelt Hotel here today, declared that "distributors should re-evaluate all competitive bidding situations in order to determine, whether, with their help and with the co-operation of exhibitors much of that bidding cannot be climinated."

Calls It 'Uneconomic'

"Competitive bidding is an uneconomic method of doing business. It adds nothing to a picture, nor to the interest of the public in that picture. Yet, it takes a great toll in time, in energy, and in effort, from everyone connected with it. That time, energy and effort could be used to great advantage in distributor-exhibitor moves to get more people into theatres. Increasing the box office should have the full-time attention of all segments of the industry, immediately. Much less time must be given to negotiating for product. The burden is too heavy and debilitating."

The TOA general counsel pointed out that many industries have taken inventory of themselves and have made surveys to determine where they have been, where they are, and where they are going—all in view of drastically changing economic forces.

"The first move must come from distribution because it is the source of supply to the theatre owner," Levy stated, adding that a helpful move would be for the distributors to take another look at competitive bidding situations which "result in inordinately high film rentals" in many spots. "Many of the reasons given by distributors to justify the employment of competitive bidding have now been dissipated either by court decrees, or, by patterns developed within the industry itself," he said.

Levy said that "except in rare instances, competitive bidding accomplishes no more than a division of product at very high rentals." The TOA official added that if distribution takes a look at the situation and tries to work out a "saner and fairer way of renting pictures, such a revolutionary move would be applauded by most; it would be of great benefit to the entire industry; and it might well keep open hundreds of theatres.

"Facts have changed. Situations have changed. Exhibitors are in a time of crisis. It is for distribution now 'to take stock', to revalue, to reappraise—all in the light of those changes, in the light of the new patterns of doing business that have developed under the consent decrees."

Cleveland Grosses

(*Continued from page 1*)

make a decision to get to bed early.

"Where they used to go to an early movie on weekday nights, they take their relaxation from the entertainment available at hours of their convenience. So, regardless of what picture we are playing, and regardless of what the average tv show is, these people stay home Monday through Thursday nights. They see any mediocre tv show at a time which fits into their time schedule and permits them to get to bed early.

"As for the children, they have school work during the week. They also pick up an early tv show and then make for the hay. Another factor is the working mother of the family. When she gets home, she either has household duties waiting for her or she's tired out. So, as a result, the whole family stays home Monday through Thursday."

Sees Less Drawing Power

"TV isn't the drawing power it used to be with the average family either," Cost continued. "Time was when the family stayed up to see boxing matches and fight programs. No longer. Unless these are championship fights, they are just more tv programs."

Leonard Mishkind of General Theatres Circuit agrees that on Sunday, about 80 per cent of the day's total business is done in the afternoon. "After six o'clock there isn't much doing at any of our theatres," he said.

Most of the theatre owners contacted expressed the opinion that there is no particular tv program that hurts the boxoffice.

Honor Wyler

(*Continued from page 1*)

the Fox-Wilshire Theatre here. Among those honoring Wyler was President Eisenhower who, in a telegram read by Samuel Goldwyn, chairman of the tribute committee, said in part: "Through his motion pictures, Wyler has strengthened the standards of his craft with imagination and a keen sense of humanity. He has helped us to understand our allies abroad and our people at home. He has brought enjoyment to millions."

Academy Winners Present

A star-studded audience of 2,200 which packed the theatre included many who had won a total of 30 Academy awards for work in Wyler's films. In a brief ceremony on the stage, he was presented with a silver Paul Revere bowl, a huge tray, and 12 goblets, each bearing the signature of a star whose work in a Wyler production won an Oscar.

Carey Wilson Chairman For Milestone Dinner

HOLLYWOOD, Oct. 30 — Carey Wilson has been named by Screen Producers Guild president Samuel G. Engel as chairman of SPG Milestone awards committee, which will prepare for the banquet Feb. 3 which will honor Walt Disney.

the one
the only
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the fabulou
ZSA
ZSA
will make
personal
appearances
in
AZTEC THEATER
San Antonio, October 31
MAJESTIC THEATER
Houston, November 1
MAJESTIC THEATER
Dallas, November 2
WORTH THEATER
Ft. Worth, November 3
ORPHEUM THEATER
Tulsa, November 6
CENTER THEATER
Oklahoma City, November 7
CHARLES MARTIN presents "DEATH OF A SCOUNDREL" starring GEORGE SANDERS • YVONNE de CARLO • ZSA ZSA GABOR • VICTOR JORY • NANCY GATES • COLLEEN GRAY • JOHN
HOYT • LISA FERRADAY • TOM CONWAY • CELIA LOVSKY • Written, Produced, Directed by CHARLES MARTIN • Music by MAX STEINER • Cinematography by JAMES WONG HOWE

All News That News

MOTION PICTURE DAILY

Concise and to the Point

0, NO. 86 NEW YORK, U. S. A., THURSDAY, NOVEMBER 1, 1956 TEN CENTS

TORIAL

ng to Reds

By Sherwin Kane

JOHNSTON, reporting yes-ay on his recently concluded behind the Iron Curtain, on e was accompanied by George and MPEA staff aides, said w spirit of nationalism appar-as replaced Stalin-worship, g Moscow's recent switch lividual to group inspiration ne Soviet orbit.

easonable to suppose that the n national thinking noted in Europe could be an impor-or in determining the size and markets there for American hnston recalled that a num-he satellites had been good tomers prior to 1948 and t they could become good s again.

uld appear from Johnston's at proper safeguards against as of the films sold to Iron countries can be obtained, payment for them will be dollars. Importantly, too, it de clear to the prospective rs that MPEA cannot under-guarantee any wide distribu-heir films in the U. S.

with the likelihood of em-g consequences to the in-t a minimum, the resumption of our pictures to the Soviet llite countries appears likely reopen what could be an im-new market and to get at ne of the American story be-people of Central Europe at hen a re-birth of nationalism ds special significance to do-

the first year of a three-year rs rather modest returns to stry—Johnston estimated it at —he expressed confidence second year would show an ble increase. If concluded, ll be three-year deals and e reviewed and appraised within that time.

prospective augmentation of ion picture's export market, d by the MPEA board yes-appears in the light of sur-circumstances to be worth l hazard.

COMPO, Allied Talking On Reaffiliation

Preliminary discussions between the Council of Motion Picture Organizations and Allied States Association concerning the exhibitor organization's reaffiliation with COMPO have taken place during recent weeks, it was reported here yesterday by a COMPO representative.

A committee appointed by COMPO, chairmanned by Emanuel Frisch of Metropolitan Motion Picture Theatre Association, is seeking a "rapprochement with Allied" by which the latter would rejoin COMPO. The committee's talks have been on a "ground breaking level" in its efforts to study the Allied charges against COMPO and its special counsel Robert W. Coyne, it was said.

Coast Ad-Pub Report Today

A report on the Hollywood attitude toward the Motion Picture Association of America's plan to bolster the box office by promotional and merchandising schemes will be presented to the MPAA's business builders coordination committee at the Harvard Club here today by Roger H. Lewis and Paul N. Lazarus, Jr.

Lewis, chairman of the advertising and publicity directors committee, and Lazarus, a sub-committee chair-

(*Continued on page* 6)

MPEA Takes Action

Approve Film Sales To Five Red Lands

Product to Be Paid for in Dollars; Set Safeguards to Prevent Context Changes

By LESTER DINOFF

The board of directors of the Motion Picture Export Association yesterday unanimously approved a recommendation presented to them by Eric Johnston to sell films produced by MPEA member companies to five countries behind the Iron Curtain. The board also authorized their European representative to negotiate immediately with three satellite nations with which tentative film agreements have been worked out.

Eric Johnston

Johnston, speaking in a press conference immediately following the MPEA board meeting, announced:

That MPEA member companies will offer their product to East Germany, Poland, Czechoslovakia, Hungary and Rumania. These will be the first U.S. film sales to these companies since 1948.

That Marc Spiegel, MPEA representative in Paris, would carry on negotiations that have already been started in Poland, Czechoslovakia and Hungary. Sales to East Germany and

(*Continued on page* 7)

Compo Awards Dates Criticized by Rhoden

From THE DAILY Bureau

HOLLYWOOD, Oct. 31 — Elmer Rhoden, president of National Theatres, has protested to the Council of Motion Picture Organizations the Audience Awards voting during Christmas Week and presentation of awards in January, declaring that ex-

(*Continued on page* 7)

O'Neil Sees RKO Tel. Earning $3,500,000

AKRON, Oct. 31—RKO Teleradio Pictures will earn $3,500,000 as compared with $2,106,369 last year, it was estimated here today by William O'Neil, president of General Tire and Rubber Co., the parent corporation.

Siegel Says Independent Producing Field Is 'Sounder' Than Studios'

By GUS DALLAS

(Picture on Page 2)

"The independent production field is much sounder these days than the studio structure," opined producer Sol C. Siegel in discussing the growth of the independent producer. "It's very good for the industry, bringing in new and different methods of picture making and selling," he explained.

Siegel is in New York this week with director George Cukor preparing to go into production on "Les Girls," a musical for Metro-Goldwyn-Mayer. He is under contrate with M-G-M to make four independent pictures, he reported.

"High Society" was the first in the deal, he added, and he has two more already scripted, "Man on Fire," to star Bing Crosby and scheduled to start next month, and "Merry Andrew," with Danny Kaye, which is expected to start in May.

His contract with M-G-M is the first that the studio has ever made with an independent producer, Siegel said. That the studio is reportedly

(*Continued on page* 2)

MPAA Talks Appointing COMPO Representative

The board of directors of the Motion Picture Association of America yesterday discussed the appointment of a production-distribution representative to the triumvirate of the Council of Motion Picture Organizations, according to Eric Johnston, MPAA president.

Johnston said that the directors had a number of candidates for the post, but no action was taken.

PERSONAL MENTION

AL LICHTMAN, formerly director of distribution at 20th Century-Fox, and now a sales consultant to the company, will leave here next week for the Coast.

•

SPYROS P. SKOURAS, president of 20th Century-Fox, is in Hollywood from New York.

•

GRIFFITH JOHNSON, vice-president of Motion Picture Export Association, returned to New York yesterday from Europe.

•

PAUL N. LAZARUS, JR., Columbia Pictures vice-president in charge of advertising-publicity, has returned to New York from Hollywood.

•

CECIL TENNANT, vice-president of Music Corp. of America in Great Britain, will return to London tomorrow from New York via B.O.A.C.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, is in Minneapolis from New York.

•

TONY FORESTER, branch manager in Trinidad for United Artists, will leave here on Saturday for Port-of-Spain.

•

ALEX MARCH, in charge of television production for RKO Radio, is the father of a girl born to MRS. MARCH at Doctors Hospital here.

•

JOAN GREENWOOD, British actress, will arrive in New York from London today via B.O.A.C.

•

WILLIAM HOLDEN will arrive in New York today from Hollywood.

Para. Using Paper Backs To Promote New Films

The popularity of paper-back books based on film stories has resulted in Paramount's launching a long-range collaboration with publishers. Seven Paramount properties current are scheduled to be issued in the pocket-size form, all aimed at publication shortly before the release of the films, and are expected to have an important promotional role in calling public attention to the pictures.

Among the titles are: "War and Peace," "The Search for Bridey Murphy," "The Rainmaker," "Fear Strikes Out," "Three Violent People," "The Tin Star" and "The Rubaiyat."

More Mexican Films Coming, Says Frisch

American exhibitors will have within the near future an additional source of product available to them from Mexico, according to Emanuel Frisch, treasurer of the Randforce Theatres circuit, who returned to New York this week from a two-week trip "south-of-border."

Emanuel Frisch

Frisch, who is also chairman of the board of Metropolitan Motion Picture Theatres Association, said his trip to Mexico City was to familiarize himself with the Mexican film industry and what films are available for the U. S. market.

"A number of Mexican producers are preparing films which will be available for American distribution in English-dubbed versions or with English sub-titles," Frisch said, pointing out that one dubbed production would be available here in a few weeks from Filmex.

"The acceptability and success of these Mexican films in our theatres would become known to us in time," Frisch added.

Cites Mexicans in Brooklyn

The Randforce executive, prior to his departure for Mexico, had said that an influx of Mexicans to Brooklyn neighborhoods in which his circuit operates theatres has raised the possibility of an extension of bookings of Mexican films by the circuit. He reported then that one of the Randforce houses has been playing Mexican product for a number of years. Yesterday Frisch said that the Randforce circuit has booked the French production of "Rififi" and that more dates for foreign films may be in order now.

Dutton Succeeds Ryder As Para. Sound Head

From THE DAILY Bureau

HOLLYWOOD, Oct. 31.—George D. Dutton, with Paramount's sound department for 28 years, has been appointed its head, succeeding Loren L. Ryder, who resigned last week to devote more time to outside interests.

'Gold' Takes $36,400

"The Solid Gold Cadillac" had an opening week gross of $36,400 at the Victoria Theatre here, according to Columbia. It began its second week yesterday.

N. E. Group Condemns 'Questionable' Shows

Special to THE DAILY

BOSTON, Oct. 31—The practice of exhibitors who play doubtful or questionable films was strongly condemned by the Board of directors of Independent Exhibitors of New England at the October monthly meeting held here.

The case was cited of the Middleton (Mass.) drive-in on booking the controversial film "Birth of a Baby," which brought loud protests from churches, parents and the public. The film played on opening night to 2,000 cars after it had been extensively advertised in local and metropolitan newspapers. Middleton chief of police Wentworth demanded a private showing and after viewing several scenes arrested the distributor, Joe Solomon, of Bryn Mawr, Penn.

The film, with several deletions ordered by Wentworth, was allowed to continue through the week. Later the selectmen of the town saw the film and ordered the operating license of the Minasian Brothers, owners, withdrawn for one week. The theatre is open today with another program.

In Salem district court Solomon pleaded not guilty to charges of presenting an immoral show. Judge George Sears set bail at $1,000 and continued the case to November 14th.

R. E. Kent to Produce Two Columbia Series

HOLLYWOOD, Oct. 31.—Robert E. Kent, for the last seven years with Columbia Pictures, has signed a term contract with Edward Small Productions to produce a series of motion pictures, the first two of which will be "Chicago Confidential," based on the book by Jack Lait and Lee Mortimer, and "Last Gun in Durango," starring George Montgomery.

Pete Burness Producer

HOLLYWOOD, Oct. 31—Pete Burness, director of "Mister Magoo," theatrical cartoon series for the last seven years, has been named producer of the series by Stephen Bosutow, president of UPA Pictures, which will increase the Columbia release from eight to 12 next year.

Rudy Larriva, supervising animator of the Magoo unit, has been made director.

DeMille Arrives Here

Cecil B. DeMille has arrived here by plane from Cincinnati, following the completion of his tour on behalf of "The Ten Commandments," which covered Philadelphia, Boston, Washington, Baltimore, Buffalo, Niagara Falls, Toronto, Chicago, Detroit and Cleveland.

M. P. DAILY

SOL C. SIEGEL in his suite at the Hotel yesterday.

Siegel's Viev

(*Continued from page* 1)

considering similar contracts other independents is a sign of tinuing trend, he feels.

"There are several importar sons for this new change," he The studios like it because in dent producers are more incli gamble and they believe the in dent producer feels more respo ty for his project and will put m to it, "although this in no w tracts from salaried producers, are limited in time and scope. pendent film makers also take time and interest in selling the ture and following its career, h

Tax situations also play a nent part in the formation of pendent groups by motion stars. This in turn raises the for a studio to make pictures a this reason they often prefer the films made for them by a pendent unit, Siegel said.

He has no specific plans f further picture commitments w terminates his M-G-M contrac expressed a desire to avoid m contracts in his future arrange feeling that he could get the be motion by taking each picture studio he thought would do t job of selling that type of prod

Navy Aids in Promo Of Goldwyn, Jr. Fil

The U. S. Navy this week tributing 12,000 special re posters and making 1,000 rad announcements to promote Goldwyn, Jr.'s CinemaScope tion of "The Sharkfighters," United Artists is releasing.

The posters and radio aids elements in a national re drive tied to area openings film. The recruiting display p be exhibited at enlistment cent general posting locations, feat action scene from the pro with prominent credits and copy reading, "Join for adven today's modern Navy." Radi lobby displays, and local para other features.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd J Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Willia nup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturda days and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York. Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York N. Y. under th March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

f Drive-ins

Contest in Hartford

Philbrook, Meadows Drive-In, . Conn. working with Dick . Hartford golf pro who con- weekly golf clinic over TV, is offering 25 pairs of kets for the best essays sub- o Hopkins on the question, did you think of my (Hop- w this week?" Guest tickets g offered through fall months. rize will be a season's pass .

⊙

Benefits at Scranton

ngelli, manager of the Circle , Scranton, Pa., staged two performances recently, with eds turned over to the cur- ackawanna County United ive.

⊙

tte Operation Projected

lidated Theatres, Charlotte, chased a tract of land on plans to build a 1,300-car provided the area is re- permit erection.

⊙

Conn. Theatres Close

logers Corner Drive-in, New , Conn., and the Post Drive- Haven, have closed for the everal others in the area have temporarily their Monday- Thursday performances.

⊙

Plans Winter Operation

r Reade's Atlantic Drive-in, lantic City, N. J., has pub- s intention to remain open 'round. The nearby Absecon has closed for the season.

, Retiring, Given ietime NT Pass

ANGELES, Oct. 31—A life- ld pass to National Theatres en today to Edwin F. Zabel, as vice-president and general of Fox West Coast Theatres which he joined as a door- the old Manchester Theatre ago. Presentation was made ewell reception attended by ow executives and employes ompany's home office here. g those attending were . Rhoden, NT president; John FWC president, and Alan treasurer.

nbia Signs Leonard

YWOOD, Oct. 31—Herbert ard, producer of "Rin Tin l "The 77th Bengal Lancers" roducer of "Circus Boy," all Gems telefilm series, has ith Columbia Pictures to pro- theatrical films during 1957. l be "Rin Tin Tin and Me," of trainer Lee Duncan and r of the canine star.

Philadelphia 1st-Run Houses Enjoying Business Increases

Special to THE DAILY

PHILADELPHIA, Oct. 31.—A combination of better product, bigger promotions, favorable employment and weather conditions, and a lessening of competitive attractions, has given local motion picture theatre business a decided edge over that for the same period last year. The upbeat business, however, has been enjoyed mostly by midtown theatres. All first-run houses report fall business as good and better than last year, with increases running from 10 to as much as 20 per cent. Proportionately, the neighborhood business drop has been greater, going from 15 to almost 40 per cent in some situations.

Heavy Promotion Used

Sparked by such features as "The King and I," "Oklahoma," "The Man in the Gray Flannel Suit," "Tea and Sympathy" and "High Society"; and with full-scale promotions for features like "Trapeze," "The Eddy Duchin Story," and "Moby Dick," and with almost every picture opening preceded by heavy promotional and advertising campaigns, television has not wooed the public away from the center of the city. Nor have there been many outside theatrical attractions to take customers away.

As a matter of fact, midtown patronage has been helped considerably by a full-scale and intensive promotion staged last month by the Chestnut St. Businessmen's Association to mark the 250th anniversary of the city's major center-city thorofare. Also, a "Vistorama" spectacle staged by the Catholic Diocese attracted hundreds of thousands of people to the center of town. These, plus a heavy schedule of conventions, all brought people to the center of the city. And with the night clubs fewer in number and the legitimate theatres late in relighting, the motion picture theatres were the main center of attraction and interest.

Early morning business remains very light and matinees are slow, with the biggest increases shown on the weekends.

Local Houses Hard Hit

Neighborhood houses are hit exceedingly hard by television, with the daily matinees fast disappearing from schedules, save for the kiddie matinees on Saturdays. The heavy schedule of new features on television, with one of the stations building up added interest by not announcing the features in advance, has hit these houses very hard. Save for key runs of the better pictures, neighborhood houses are failing to hold to last year's levels.

Plan State-Wide Contest For Virginia Theatres

RICHMOND, Va., Oct. 31—Plans for a state-wide contest for theatres have been outlined and a committee appointed to develop them further, it was announced here following a meeting of the Board of Directors of the Virginia Motion Picture Theatre Association at the Jefferson Hotel. Complete plans for the contest are to be reported at the annual meeting to be held in the same hotel on Jan. 16, according to Seymour Hoffman, president of the theatre group.

Syd Gates Chairman

Syd Gates of Norfolk will act as chairman of the committee with the following members: Jerome Gordon of Newport News; Floyd Stawls, David Kamsky and Carlton Duffus, Richmond. The members also named Duffus to be the official representative of the association at the Allied Convention in Dallas, Nov. 27-29.

WB Buys 'Nun's Story'

HOLLYWOOD, Oct. 31.—Jack L. Warner, president of Warner Bros., has announced the company has acquired the current number one best-seller, "The Nun's Story," written by Kathryn Hulme. It deals with a Belgian girl who enters a nursing order in the Belgian Congo.

Six New Films, Five Reprints from M-G-M

M-G-M has set a tentative release schedule for the next three months which includes six new productions and five reprints, the company announced yesterday. In addition, "The Teahouse of the August Moon," which is being given special handling, will open in several key cities late in November and will be the Christmas attraction at Radio City Music Hall.

November releases include "The Rack" and "Julie" and two re-issues, "A Tale of Two Cities" and "Marie Antoinette." Scheduled for December are "The Great American Pastime" and "The Iron Petticoat," and one reprint, "Mutiny on the Bounty." For January the studio will have "Edge of the City" and "Slander," in addition to re-issues of "Green Dolphin Street" and "Boys Town."

'Holiday' Bows in South

ATLANTA, Ga., Oct. 31.—The southern premiere showing of "Cinerama Holiday" was held at the Roxy Theatre here with the Junior Chamber of Commerce as sponsors of the event. Jaycee president John Thurman, the Third Army Band, the North Fulton High School Glee Club, and a number of local dignitaries and Cinerama officials from New York were all on hand.

PEOPLE

Norman Glassman of Lowell, Mass., chairman of the board of Independent Exhibitors of New England, has sold the remainder of his lease on the 1,000-seat Strand Theatre, Haverhill, to Ernest Warren of Needham, operator of the Paramount, Needham, and Strand, Canton.

□

Jack O'Bryan, Oregon representative of United Artists and president of the Navy League, Portland Council, is producing and directing the big Navy Day celebration to be held on Nov. 30.

□

Bob Hanover, Philadelphia exhibitor, has been named chairman of the "Panorama," a business-promotion exhibit of the South Philadelphia Chamber of Commerce. It will be held in the Commercial Museum starting Nov. 13.

□

Carl Peppercorn, formerly Canadian sales manager for RKO Radio, has been named executive assistant to **Frank Kassler**, president of Continental Distributing, Inc., it has been announced by **Walter Reade**, chairman of the board.

Start Five New Films; 40 Currently Shooting

HOLLYWOOD, Oct. 31—Forty pictures are in production currently. Five new pictures were started and five other pictures reached the completion stage.

Started were: "Zombies of Mora-Tau" and "The Bewitched" (Columbia); "The Painted Veil," CinemaScope (Metro-Goldwyn-Mayer); "Oh, Men! Oh, Women!" (CinemaScope DeLuxe Color (20th Century-Fox); "Voodoo Island," Bel-Air Prods. (United Artists).

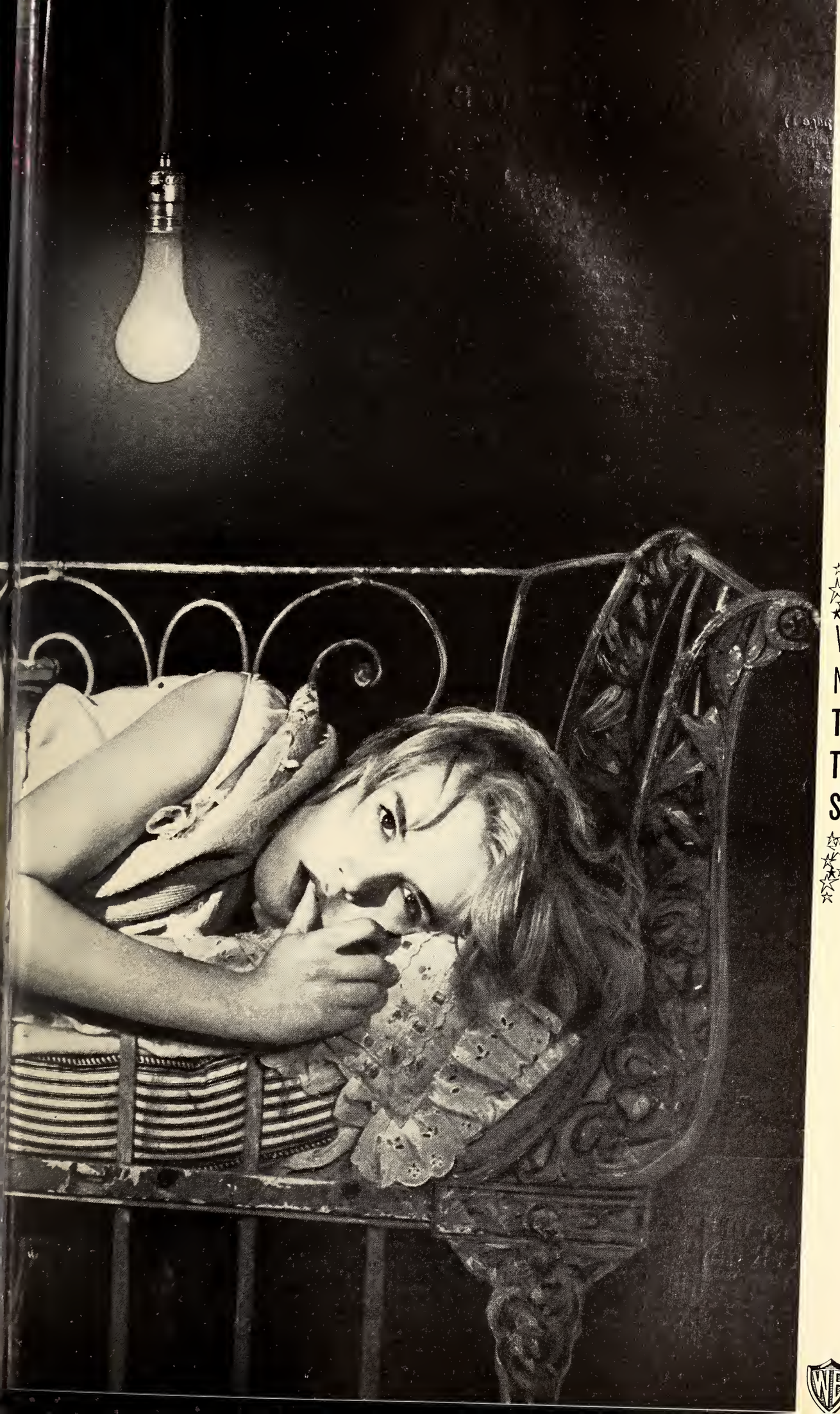
Completed were: "Jeannie," CinemaScope, Color (Allied Artists); "The Man Who Turned to Stone" (Columbia); "Crime Beneath the Sea," Naciroma Prods. (Independent); "Flamenca," VistaVision, Color (Paramount); "Bail Out at 43,000," Pine-Thomas (United Artists).

'Heaven' Grosses Beating 'June Sixth' and 'Skirts'

"Between Heaven and Hell," 20th Century-Fox CinemaScope production, is outgrossing "D-Day, the Sixth of June," and "The Lieutenant Wore Skirts" in 44 first run engagements around the country, according to the company.

It grossed $17,743 in seven days at the Fox Theatre, Atlanta, topping "Sixth of June" by $4,000 and "Skirts" by $2,200, while in six days at the Florida Theatre, Jacksonville, the film took in $7,879 against $6,256 for "Sixth of June" and $6,458 for "Skirts."

THIS IS **baby dol**



COMING
FROM
ELIA
KAZAN
AND
TENNESSEE
WILLIAMS
AND
WARNER
BROS.

WEDNESDAY
NOV. 14
THE
TRADE
SHOW

RESERVE YOUR PLAYING TIME TO MATCH THE STRENGTH OF ITS SENSATIONAL PERFORMANCE!

The year's smash opener and hold-over phenomenon! Get all the dollars coming to your boxoffice by planning in advance to accommodate its long, long playing power. For instance:

NOW

11th WEEK . . . . NEW YORK	10th WEEK . . LOS ANGEL
6th WEEK . . PHILADELPHIA	5th WEEK . . WASHINGT
5th WEEK . . MINNEAPOLIS	4th WEEK . . . . . TOLE
4th WEEK . SAN FRANCISCO	4th WEEK . . . . SAN DIE
4th WEEK . . . . . CHICAGO	

5 WEEKS . . . . . BOSTON	4 WEEKS . . . . . DETR
4 WEEKS . . . CLEVELAND	4 WEEKS . GRAND RAPI
4 WEEKS . . KANSAS CITY	4 WEEKS . . . . ST. LOU
4 WEEKS . . . CINCINNATI	

. . . **plus** scores of 3-week engagements including New Orleans, St. Paul, Phoenix, Tucson, Allentown, Charlotte, Baltimore, Milwaukee, Hartford, Richmond, Asbury Park and Atlantic City (both engagements off-season), Champaign, Illinois—and many, many more.

PARAMOUNT PRESENTS

AUDREY HEPBURN

HENRY FONDA

MEL FERRER

LEO TOLSTOY'S

War and Peace

A PONTI-DeLAURENTIIS PRODUCTION

VISTAVISION

COLOR BY TECHNICOLOR

CO STARRING VITTORIO GASSMAN · HERBERT LOM · OSCAR HOMOLKA · ANITA EKBERG · HELMUT DANTINE · BARRY JONES · ANNA MARIA FERRERO · MILLY VITALE · JEREMY BRETT AND JOHN MILLS

PRODUCED BY DINO DeLAURENTIIS · DIRECTED BY KING VIDOR

BASED ON THE NOVEL "WAR AND PEACE" BY LEO TOLSTOY

All News That News

MOTION PICTURE DAILY

Concise and to the Point

NO. 87 NEW YORK, U. S. A., FRIDAY, NOVEMBER 2, 1956 TEN CENTS

Approval

den Jubilee n Endorsed MPAA Unit

ttitude to 6-Point m Outlined to Group

LESTER DINOFF

ption Picture Association of business building coordina- nittee yesterday enthusias- proved a West Coast sug- r a "Golden Jubilee" pro- the industry in 1957 in rchandising and promotion- s will be employed to re- e box office, it was reported a meeting at the Harvard

mmittee, which includes rep- s of the company's domes- reign sales departments and tising and publicity direc- nittee of the MPAA, heard om Roger H. Lewis, Paul s, Jr., and Robert S. Tap- the West Coast attitude he MPAA's six-point pro-

(Continued on page 2)

olkenburg Quits S; Jones in Post

an Volkenburg yesterday re- president of the television division of the Colum- bia Broadcasting Sys- tem. He has been with any since 1932. His resig- comes effective on Dec. 31. S. Jones, now vice-president vision, will succeed to the enburg post at the begin- e new year.

tion of 'Clearance' ght in FWC Suit

m THE DAILY Bureau

WOOD, Nov. 1—In an un- on, Fox West Coast has filed Court declaratory relief ac- nst Beacon Theatres, Inc., of the newly constructed Drive-in, near San Bernar- rging the defendants are

ontinued on page 5)

Skouras Sees Theatre Aid

Announcing the agreement with National Telefilm Associates for the television release of certain 20th Century-Fox pictures, Spyros P. Skouras, president of Fox, emphasized his belief that the arrangement should prove beneficial to motion picture theatres generally.

Spyros P. Skouras

Skouras declared that such benefits would result from the fact that there would be created in the

(Continued on page 4)

Ernest Sands Appointed WB Playdate Head

Ernest Sands, New York branch manager for Warner Brothers, has been appointed head of the company's playdate department, succeeding Ernest E. Hinchy, who resigned.

Sands, who has been branch manager here for almost two years, will assume his new post within two weeks. No successor has been named.

Skouras, Landau Announce

20th-Fox Films Sold To NTA in New Deal

Film Firm Also Becomes Co-Owner of Television Network with 50% Interest

National Telefilm Associates, Inc., yesterday acquired 390 motion pictures for television from 20th Century-Fox, it was announced jointly by Ely Landau, president of NTA, and Spyros P. Skouras, president of 20th-Fox.

In a simultaneous transaction, 20th-Fox became a co-owner of the NTA tv network, a wholly owned subsidiary of NTA, by purchasing a 50 per cent equity interest in the network for an undisclosed sum.

NTA will immediately obtain tv distribution rights to 158 feature pictures from 20th-Fox's pre-1948 library, Landau said. The films will be delivered in two packages of 78 pictures each on an annual basis for an announced license fee of $5,850,000 for each group. The remaining 234 films will be sold in three subsequent packages of 78 during the following three years for approximately the same price for each. Fox will retain all theatrical rights, it was reported.

An undetermined number of the

(Continued on page 4)

Launch Management Survey of Industry

The Booz, Allen & Hamilton business management survey of the motion picture industry was launched yesterday when representatives of the organization started meetings at the distribution company home offices, it was reported.

The business management survey was recommended by the board of directors of the Motion Picture Association of America in line with streamlining film company operations.

The MPAA committee charged with putting the recommendation into operation is composed of John J. O'Connor of Universal Pictures, Charles Reagan of Loew's, Inc., and A. Schneider of Columbia Pictures.

Credits 'Outstanding Product'

Shea Circuit's 3rd Quarter Grosses Called Best for Period Since 1953

Special to THE DAILY

CLEVELAND, Ohio, Nov. 1—Gerald Shea, president of the Shea Circuit, today told his area circuit managers and some 30 distributor luncheon guests that the third quarter of 1956 has shown the best net results of any third quarter since 1953, due to "the flow of outstanding screen product."

Shea also announced the success of a policy of economy within the circuit, which "without cutting service to patrons," resulted in a 10 per cent saving.

The circuit is employing "diversified" advertising through the use of a non-industry advertising agency to "develop new media and to allocate present media to meet the needs of individual pictures," Shea said.

"I see the necessity to prepare younger people with a young viewpoint in policy levels," he added. "Also, I see the need to develop juvenile stars."

Asserting that the "B" house situation has about reached its level, Shea told the meeting that he foresees a drop in "A" houses due to the product shortage.

The morning business meeting was devoted to theatre management, and the afternoon sessions to concession operations.

Minn. Station Acquires MGM Films; Sells Stock

Special to THE DAILY

MINNEAPOLIS, Nov. 1.—Station KMGM-TV here acquired a seven-year lease to over 700 pre-1948 M-G-M pictures and Loew's, Inc., obtained a 25 per cent ownership of the tv station in a two-way deal, it was announced today by Charles C. Barry, vice-president in charge of Loew's tv division.

This is the third VHF tv station in

(Continued on page 4)

Wagner Urges National Commission on Arts

New York City Mayor Robert F. Wagner, Democratic Party candidate for the U.S. Senate, yesterday urged that the Government set up a national commission of the arts which would include artists of national promi-

(Continued on page 5)

PERSONAL MENTION

WILLLAM J. HEINEMAN, United Artists vice-president in charge of distribution, will return to New York this weekend from a vacation in Montana.

•

RALPH M. COHN, Screen Gems vice-president and general manager, will leave here on Sunday via B.O.A.C. for London.

•

JAMES R. VELDE, United Artists general sales manager, will return to New York over the weekend from Chicago

•

SAM SPIEGEL, producer, will leave here tomorrow via B.O.A.C. for London.

•

JOSEPH L. MANKIEWICZ, producer, has left New York for Hollywood.

•

OSCAR F. NEU, president of Neumade Products Corp., has entered New York Hospital here for a general checkup.

•

SEYMOUR FRIEDMAN, producer, will leave New York on Sunday via B.O.A.C. for England.

Birmingham Press Has Special Film Sections

The Birmingham Theatres Association arranged with the "Birmingham News" and the Birmingham "Post-Herald" for day and the publication of special motion picture sections on an elaborate scale with color. The Association took one co-operative page in each section and the papers sold local merchants on ad copy keyed to the movies for the balance of the section.

Copy in both papers emphasized the "new movies, sparkling with stars and exciting drama" and featured local copy such as Alabama personalities in motion pictures.

Brando in 'Sayonara'

BURBANK, Calif., Nov. 1.—Jack L. Warner today announced that Marlon Brando has been secured to star in "Sayonara," the William Goetz production of James Michener's best-selling novel of the same title, which Goetz Pictures, Inc., will film on location in Japan for Warner Bros. presentation, with Joshua Logan as director.

Golden Jubilee Plan Endorsed

(*Continued from page* 1)

gram, which includes the Hollywood Press Conference, the merchandising and promotional plan for an "Oscar Sweepstakes," executive field trips, revision in advertising billings, an industry market survey, and advertising campaigns.

Coast Trip for Newsmen

The business building group liked the idea of the "Golden Jubilee" plan for this coming January, which would be launched by the executive field trip, it was said. The industry figures who would make these field tours would discuss the motion picture industry and its "state of the union" with newspaper publishers and editors. The tours would be followed by the Hollywood Press Conference, in which critics from newspapers in 300 cities with 100,000 or over populations would go to the production center to be given a "birds-eye view" of what the industry is doing there.

A complete, detailed report is being prepared by the studio advertising-publicity heads in Hollywood on the "Golden Jubilee" program for submission to the MPAA group here next week. It is reported that the business builders group will set up a meeting once the report is received to discuss adopting it.

The MPAA committee also referred back to the advertising-publicity subcommittee on merchandising and promotion headed by Alfred H. Tamarin the proposal on staging of the "Oscar Sweepstakes." The plan will be further developed and strengthened so that it also could be launched this coming year in conjunction with the Academy Awards, it was stated.

Gil Golden to Report

Discussions were held on the industry market survey and on the advertising billings proposal, a report on which is being worked out by Gil Golden for presentation to the West Coast committees shortly.

'Major' Films on TV Worry Conn. Exchange

HARTFORD, Nov. 1—In company with other situations across the country, the Hartford exchange territory is worried over stepped-up flow of major theatrical releases to television. Moreover, observers point out that major distributors have failed to stem the tide via long-promised expansion of releasing schedules.

"What the industry lacks today," says Morris Keppner, who is in the indoor and drive-in theatre field in Connecticut, "is a backlog of, for a better descriptive term, block-busters to lure the long lines of audiences, be they old folks, middle age or teenagers, back to theatres. All we have today is intermittent attractions of this calibre and a tremendous amount of so-so product that was satisfactory in the pre-tv era and fails miserably today."

Showing of Cantor Film Hurt

Barney Tarantul, Burnside Theatre Corporation, East Hartford, told MOTION PICTURE DAILY that a recent Thursday night presentation of the Eddie Cantor-Farley Granger-Mona Freeman comedy-drama, "Sizeman and Son," hurt grosses. (The Burnside is a deluxe suburban house).

Tarantul asserted that Sunday night programming, highlighted by such as the Jack Benny, Ed Sullivan and Bob Hope shows, cuts attendance drastically in the Hartford area.

"I feel strongly that we should develop, for long-range insurance, an industry roster of stars, sign them to contracts that prohibit appearance in other mediums. In this vein, I believe we should support releases starring people like Clark Gable, who have proclaimed their loyalty to the industry and won't appear on television. If we follow a course of starring people who drift from tv to film and back again, we're going in for a schedule of mass suicide."

Gov't. Answers 20th-Fox In Airplane Tax Case

WASHINGTON, Nov. 1. — The Government argued today that a tax case appealed to the Supreme Court by Twentieth Century-Fox is "not of general importance" and should not be reviewed by the court.

Fox had asked the high court to review a circuit court ruling that the Federal passenger transportation tax does not apply to amounts film studios pay for planes chartered to carry studio personnel taking air photos for picking out production locations.

Fox had sued the Government to recapture tax paid on charter bills to the Paul Mantz Air Service for this type of work.

Set 'Wind' Openings

Universal - International's "Written on the Wind" is scheduled to open on Christmas Day at the United Artists Theatre in Chicago, the Joy Theatre in New Orleans, the Orpheum in Tulsa, and in other important key situations in addition to the opening at the Paramount in Hollywood to qualify as an Academy Award contender, it was announced yesterday by Charles J. Feldman, vice-president and general sales manager. The film is scheduled for January release following these special engagements.

Find Alban Grosses Of

Special to THE DAILY

ALBANY, Nov. 1.—A variety of tors has caused an estimated dec of 10 to 20 per cent in theatre b ness for the Albany exchange dis this fall, as compared with the s period in 1955.

Aside from the admitted stro competition, since Labor Day, television, the reasons for the fa of several highly-praised feature pull solid patronage puzzles ind people.

"The public is not attending m pictures on a large scale at pre the weather is too pleasant," som servers say or surmise. Indian mer not only came too late to a substantial difference to drive but it also adversely affected con tion theatres, according to the th ing of this group.

Other Factors Cited

Other causes advanced for l grosses include: weak product, of pictures appealing to the fa trade and to women; the vast ex sion of credit (particularly on a mobiles); tight money; public un ness and uncertainty; keener sele ity by entertainment-buyers; and running too long.

Occasionally, the point is made prices in some instances may b high—but most industry observer gue this is not the case. Admitt the box office intake has increase a large number of situations, d the elimination of the 10 per federal tax on admissions of 90 less. This was not passed on t patrons, in most cases; in fact, described as the margin which ables certain situations to rema the black.

Few question that television ently is hurting the boxoffice.

Brynner Unit Formed

Yul Brynner, actor and dir yesterday announced the formati his independent motion pictur ganization, naming Virginia Br as president. The company be called the Alcoins Produc Inc., he said.

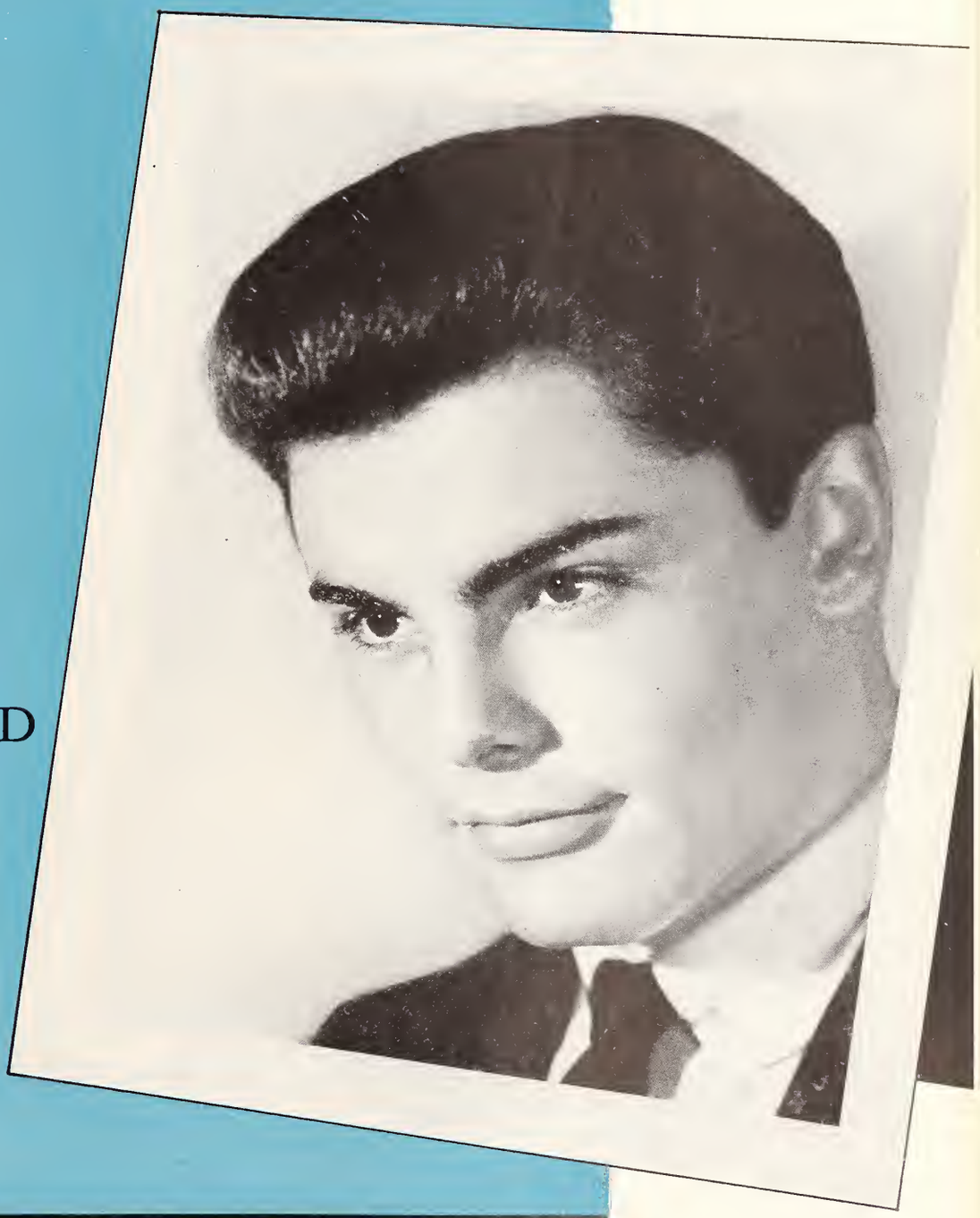
NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center
GARY COOPER
in
"FRIENDLY PERSUASION"
Color by De Luxe
An Allied Artists Picture
and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. St Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Wea Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams nup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, S days and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Ma Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Her Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York N. Y. under the act March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Ask any exhibitor
who has played
THE UNGUARDED MOMENT
to tell you about
the astounding
audience reaction to
JOHN SAXON,
Universal's new
teen-age sensation.

Better still, book
THE UNGUARDED
MOMENT now
and watch your
audiences acclaim
a new star!



UNIVERSAL-INTERNATIONAL presents
ESTHER WILLIAMS · GEORGE NADER in "The UNGUARDED MOMENT"
Print by Technicolor • Co-starring JOHN SAXON with EDWARD ANDREWS • LES TREMAYNE
Directed by HARRY KELLER • Screenplay by HERB MEADOW and LARRY MARCUS • Produced by GORDON KAY

Universal International

Fox-NTA Pact

(*Continued from page 1*)

features will go into the NTA network programming, Landau explained, which began operations last month with 110 affiliated stations. The bulk of the new properties will go into general distribution to the 337 "clients" through NTA, he declared.

The agreement gives 20th-Fox the option of negotiating for new financial arrangements if it so desires when any of the subsequent three packages come due for delivery, Landau said. Fox will also participate in the gross receipts of the films over and above a specified return. It will also have the right to appoint members to the board of directors of the NTA film network.

Pilot Films to Be Made

Fox also agreed to produce pilot films for four new tv series for the NTA network, the initial episodes to be ready by March, 1957. They will be made by TFC-TV Productions, the motion picture studio's tv film-making subsidiary, it was announced.

The new network has so far failed to find a national sponsor for its film programs, but Oliver A. Unger, executive vice-president of NTA, said that local sponsorship was "excellent," stating that "New York's WPIX is completely sold out locally" for the current network schedule. Play dates have not yet been set for any of the features acquired in the new Fox deal.

Earlier this year, Fox released 52 feature pictures to NTA for tv distribution for approximately $45,000 each. Some of the new titles acquired are: "Laura," "This Above All," "Gentlemen's Agreement," "The Razor's Edge" and "Jane Eyre."

Sees Expanded Activities

"There is no doubt that NTA will be able to greatly expand its creative program development activities through this new association by utilizing the huge technical facilities of 20th Century-Fox and by adapting appropriate properties to the television medium," Landau said.

Historical Exhibition Set For Venice Festival

ROME, Oct. 29 (By Air Mail).—An "Historical Exhibition of Film Art" will be held in the summer of 1957 for the first time and will then be made an annual event associated with the Venice Film Festival.

The project was undertaken by the directors of the Venice Festival and by the executive committee of the International Institute of Film Art," which has headquarters in Paris.

The executive committee of IIFA has also made known that UNESCO has acknowledged establishment of the International Film-Library of Film Art in Florence and announced the reconstitution of the International Institute of Motion Pictures, and a new volume of the general catalogue of the "International Film Art."

REVIEW:

Yaqui Drums

Allied Artists

A CAST not normally associated with the program western field, for which this William Broidy production was obviously intended, go through their assigned dialogue and action with a briskness and proper attention to business that would be envied by many a major film's director. In this instance, Jean Yarbrough has handled the megaphone—and handled it right well.

That he has some right professional performers on hand is all to the good; that the screenplay by Jo Pagano and D. H. Beauchamp, based on a Paul L. Bell story, has a persistency of purpose rarely encountered in a western, is even more beneficial.

There's love interest here, true; Mary Castle, who's been cast in some impressive product in the past several years, is seen in that traditional classification. But the story isn't essentially one of romance under the western moon; it has to do with Mexican bandits, led in this instance by the ever-competent J. Carrol Naish; stateside outlaws, headed by Denver Pyle; a conventional hero, played with spirit and dispatch by Rod Cameron; and the out-and-out villain, Roy Roberts.

After the Naish crew finishes a stage holdup, they are ambushed by Pyle. Wounded, Naish finally reaches Rod Cameron's camp, where he is able to recover. The two separate, however, when Cameron ventures forth to investigate the murder of his brother at his ranch. Big landowner Roy Roberts, who has all the markings of a killer, orders Cameron thrown off the ranch and severely beaten.

Later, our hero meets singer Miss Castle, a friend from long-remembered California days, now working in Roberts' town saloon. Naish returns to the setting, pleads with Cameron to join a freedom cause in Mexico. Miss Castle, Roberts, Pyle and Cameron (he tried to rescue Miss Castle) are kidnapped by Yaquis and held for ransom. (Latter, ostensibly, to be used for acquisition of arms). Cameron kills Pyle as latter attemps to molest the singer.

Robert Hutton, Roberts' son, discloses a plan to go after ransom money, but Roberts kills him after learning that the weakling never intended to return.

The Mexican Army rides to the rescue, killing Naish, and escorting the remainder of the party, including the now-demented Roberts, across the border to apparent safety.

One song—"Frankie and Johnnie"—is heard. William Broidy's practiced production hand is discernable throughout this up-and-at-'em melodrama with a western setting.

Running time, 71 minutes. General classification. For October release.

A. M. W.

Minnesota Station

(*Continued from page 1*)

which Loew's has acquired a 25 per cent capital stock interest. The other two are KTTV in Los Angeles and KTVR in Denver, on which Loew's holds a purchase option. All three stations are independents.

Sy Weintraub, president of United Television, Inc., owners of the Minneapolis station, disclosed that the new acquisitions would be shown during the prime hours of the night in direct competition to the big network shows. A different picture would be run every night, he said, under the label of "spectacular."

McKenna in N. Y.

B. J. McKenna, vice-president and general manager of Manley, Inc., manufacturers of popcorn equipment, is in New York this week visiting his Northeastern manager, L. O. Seeley, who came here from Boston to join him. While here McKenna announced the appointment of Irving Dunn as new district manager and assistant to Seeley.

Invite NAC Members To Join with COMPO

Concession equipment organizations in the industry have been approached by the Council of Motion Picture Organizations regarding membership in COMPO, it was reported here yesterday by a representative of the National Association of Concessionaires.

The COMPO move to seek members in this branch of the business was recommended during the executive meeting of the industry organization last Sept. 25.

The NAC members said that in his opinion the association would not join COMPO for it couldn't be visualized that "COMPO could aid us. However, I am sure that my association would be only too glad to help COMPO by notifying NAC members that if interested, they should contact COMPO direct."

He said that "as individuals, I am sure NAC members would join COMPO as that organization has done a lot for the exhibitors with whom we deal. I feel that we help a business and industry which we derive our livelihood."

Skouras Sees

(*Continued from page 1*)

minds of television viewers a d to see entertainment in the m picture theatre style, "a vastly perior technique, possessing a qu far surpassing tv entertainment."

"Especially in children," Sk said, "who are introduced to the tion picture form through these productions, this should produc appetite for the new and sup films and create in those children habit of going to the movies."

According to the Fox state the price of $5,850,000 for each of 78 films is for a five-year li to show 39 older Class A picture 39 Class B pictures from the F brary. The second group of 7 tures will be turned over to N 1957, also under a five-year li

The terms for the second gro to be at least as favorable to Century-Fox as for the first gro market conditions justify a price and higher percentage provision is made for arbitr Twentieth Century-Fox has an to require NTA to license three tional groups, making five in all

In connection with the acqu by Fox of a one-half interest i NTA network, Skouras said that would participate equally with in the control of the network by inating one-half of the director the treasurer of NTA Network,

The network began operatin Oct. 15 with 100 television st as affiliates.

COMPO's Ad Stresses Value of Film News

Under the caption, "These Know Value of Movie News!," 69th in the series of COMPO a "Editor & Publisher," which wil pear tomorrow, calls attention t recent stories which should be terest to all newspaper editors.

"One," the ad says, "dealt wi talk given by Cecil Harmsw King, publisher of the London M group of newspapers, which ha weekly circulation of 42,000 King said wide coverage of m news was one of the chief reason this enormous circulation.

"The other story," the ad conti "was . . . an interview with O A. Doob, a former newspaper who recently retired after servin years as publicity and advertising rector of Loew's theatre circuit. ing newspapers editors to take a look at their movie pages, Doob that, while there are many 'fine teresting movie pages,' many new pers have never realized the full tentiality of reader-interest in of film personalities and product nor have they developed the full tential in paid advertising from classification."

agner Urges

(Continued from page 1)

Mayor Wagner, speaking at a l Carnival at the Waldorf-As- otel here, urged that the Presi- Cabinet also include a Secretary Arts.

roduced by Nizer, Dowling

dueed by Louis Nizer and Dowling, Mayor Wagner up the reeognition whieh art- eive in foreign nations. He that if eleeted to the Sen- will urge a greater export of n talent.

ition of Clearance

Continued from page 1)

ing it and a number of dis- s with an anti-trust action un- mands for day-and-date runs s Angeles are granted. plaintiff asks the court to de- what elearance should be, it eannot later be claimed to rtieipated in a conspiraey to the anti-trust laws.

l Variety Meets

nominating eommittee of Va- ub Tent No. 35, New York, t night to seleet a slate of for the coming year. The com- is eomposed of Jaek Levin, Sands, Herman Schlier and ine.

REVIEW:

Vitelloni

Frederico Fellini — API-Janus

THIS IS AN easy-going, "slice of life" type of picture, more objective than most with blends of the comic and tragic, the dull and interesting, the pretty and the plain.

"Vitelloni" details the slothlike existence of several idle young men without jobs or inclination for work. They allow themselves to be supported by family, friends and relatives, drifting where the stream of life carries them. The title means literally "big calves," referring to overgrown calves who continue feeding from the udder even after reaching the age of weaning.

This is one of the highest grossers in post-war Italy and the picture which first won acclaim for Frederico Fellini as a director. He has had plenty of experience with harsh realism, having scripted such money-makers as "Open City," "Paisan" and his latest and very successful, "La Strada," which he also directed.

Although the five young men of the title have their dreams and fantasies of glory, none has ever accomplished anything, except the most debonair of the group, played by Franco Fabrizi. He has seduced the sister of a friend and is obliged to marry her. However, marriage doesn't change him. He attempts to seduce the boss' wife and is fired. His wife continues to forgive him until he spends a night with a singer from a touring company. There he overdoes it: she runs away with her child and Fabrizi, in panic, searches for her desperately, realizing he loves her. He finds her at his father's house, where the old man effects a reconciliation and a cure by means of his belt stoutly applied to his son's flanks.

How permanent the reconciliation is, no one knows. The "vitelloni" go on as usual. Only the wife's brother changes, leaving early one morning for a new future without a goodbye to the old life.

The cast is capable, playing uncomplicated roles with simplicity. None of the players are well known here. The picture is in Italian with English titles. The story can be followed visually without much trouble. Running time, 103 minutes. Adult classification. For October release.

GUS DALLAS

PEOPLE

Dore Schary, vice-president of M-G-M in charge of production, on Dee. 11 will receive a special award from Civil War Round Tables for his short subject, "The Battle of Gettysburg." **Carl Haverlin**, president of the Civil War Centennial Association, will make the presentation in Los Angeles.

□

Carl Schaefer, department head at Warner Brothers International, has been named chairman of the international committee of the Association of Motion Pieture Producers. He sueeeeds **Robert Vogel**, of M-G-M, who has resigned.

□

John H. Auer, assoeiate produeer-director at the Republie Pietures studio, where he spent a total of 18 years, has settled his eontract, which had 18 months to go, and will leave the lot this weekend. He will announee his future plans next week.

□

Peter Andrich, Arthur Howard and **Ralph I. Pucher**, veteran employees of Consolidated Film Industries, will be presented gold watehes by **Herbert J. Yates**, president, at the first annual Founders Day Dinner, to be held tomorrow at the Swiss Town House, Union City, N. J.

HOP IS HOT!

HERE COMES THE SUPER-SERIAL FOR AIR-MINDED YOUNG AMERICA *from* Columbia!

15 weeks of explosive thrills for the action-and-adventure fans of the jet age!

HOP HARRIGAN Reprint

America's Ace of the Airways

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WILLIAM BAKEWELL • JENNIFER HOLT • ROBERT BUZZ HENRY

EMMETT VOGAN • Original Screenplay by GEORGE H. PLYMPTON and ANDY LAMB

Based upon the cartoon "HOP HARRIGAN" appearing in ALL-AMERICAN Comics Magazine

Created by JON BLUMMER • Directed by DERWIN ABRAHAMS

Produced by SAM KATZMAN

Columbia's BRAND NEW CAMPAIGN BOOK IS AIMED AT AUDIENCES EVERYWHERE !

THIS FABULOUS "DOUBLE-CREATURE" SHOW HAS BEEN SET FOR EARLY PLAY-OFF IN THE NATION'S FINEST THEATRES

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Minneapolis, Minn.	Orpheum
St. Paul, Minn.	Orpheum
New Haven, Conn.	Paramount
Norfolk, Va.	State
San Francisco, Calif.	Golden Gate
Portland, Me.	Civic
Dayton, Ohio	Colonial
Manchester, N. H.	Strand
Cincinnati, Ohio	Palace
Boston, Mass.	Memorial
Jacksonville, Fla.	Imperial
Oakland, Calif.	T & D
Rochester, N. Y.	Palace
Steubenville, Ohio	Paramount
Worcester, Mass.	Capitol
Tampa, Fla.	Park
Denver, Colo.	Paramount
Oklahoma City, Okla.	Harber
Detroit, Mich.	Broadway Capitol
New Orleans, La.	Joy
Springfield, Mass.	Bijou
Youngstown, Ohio	Paramount
Atlanta, Ga.	Paramount
San Antonio, Texas	Majestic
Lincoln, Nebraska	Lincoln
Washington, D. C.	Keiths
St. Louis, Mo.	Missouri
Cleveland, Ohio	Hippodrome
Beaumont, Texas	Jefferson
Florence, S. C.	Colonial
Indianapolis, Ind.	Indiana
Fort Worth, Texas	Worth
Charlotte, N. C.	Center
Newport News, Va.	Paramount
Toledo, Ohio	Rivoli
Amarillo, Texas	State
Chicago, Ill.	Roosevelt
Columbia, S. C.	Ritz
Houston, Texas	Majestic

... and many more

Book 'em NOW at your Universal Exchange

All the News That News

MOTION PICTURE DAILY

Concise and to the Point

0, NO. 88 NEW YORK, U. S. A., MONDAY, NOVEMBER 5, 1956 TEN CENTS

TORIAL

Distributors lish Bidding?

By Sherwin Kane

MBER of distribution execu- s reacted spiritedly to the gestion of Herman Levy, gen- nsel of Theatre Owners of , in a speech at last week's ion of M.P.E. of Florida, that tors re-evaluate competitive to determine whether "much annot be eliminated.

nding that distribution has ducing competitive bidding r it felt it was legally safe in , and has resorted to it only ions where it believes it to lly imprudent not to, they ointedly: What would Levy, exhibitors, suggest we use in competitive bidding?

•

law tells us we cannot dis- e between two customers, or that are substantially com- one distribution executive re- Yet it is not uncommon for h theatres to want the same l to negotiate for it.

what would an exhibitor do in case, if he were in the dis- 's place? he asked.

n Myers of Allied States told nate Small Business subcom- ast spring, the executive con- that the distributor has the select his own customers, im- hat this was the answer to the dilemma of the distributor. t?

•

tributor can—and has—select- own customer under such cir- ces, only to be sued later by ibitor who didn't get the pic- nd some courts, and juries, greed with him.

abandon competitive bidding sequently guess wrong, it can ery costly for the distributor. e, not the exhibitor, who is

what would exhibitors have us te for competitive bidding in ses? he asked again.

we hear a reply?

Lichtman Asks Reappraisal Of Industry for 'Harmony'

By LESTER DINOFF

The motion picture industry has a great future if all segments—producers, distributors, and exhibitors—will re-evaluate their thinking and manner of operations and work for harmony, industry veteran Al Lichtman said here at the weekend.

Lichtman, who retired earlier this year from his duties as director of distribution for 20th Century-Fox to become a sales consultant to the company and to once again become a film producer, said "the industry should take a good, long look of appraisal at itself and realistically tackle the problems of today for a better tomorrow."

Al Lichtman

Lichtman is currently engaged in

(*Continued on page* 5)

Single Exhibitor Unit On Allied Tex. Agenda

Special to THE DAILY

CINCINNATI, Nov. 4.—Industry trade practices coupled with discussions on the possible formation of a single exhibitor organization will highlight the agenda of the Allied States Association annual convention set to take place at the Statler Hil-

(*Continued on page* 4)

Theatre Attendance Seen Continuing Up

Motion picture theatre attendance has been increasing since July and a continued moderate increase over the next three to five years is believed "likely," according to the Nov. 5 issue of the "Value Line Investment Survey."

The upsurge in attendance is credited by the survey chiefly to a growing number of high-quality productions. The patronage rise is probably too late to show favorable

(*Continued on page* 4)

Huge School Promotion For 'Secrets of Life'

Nearly 10,000 schools around the country have received colorful half-sheets on Walt Disney's "Secrets of Life," newest addition to the True-Life Adventure series. The half-sheets carry a selection of stills from the feature. In addition to being posted in classrooms, they are used by many schools in discussion sessions, creating youthful interest in the picture and helping to build a new audience for the screen.

The True-Life Adventure series has

(*Continued on page* 4)

'Give Consideration'

Sales Heads Eye Pinanski Booking Plan

See Scheme for Day-Date Opening Future 'Certainty'

Distribution sales executives are "giving consideration" to the exhibition plan advanced by Sam Pinanski, president of American Theatres Corp., Boston, which urged utilization of outlying theatres in "growth areas" for opening pictures at the same time and at the same price as downtown theatres, it was learned here.

According to a number of distribution sales heads, the Pinanski suggestion "is a certainty for our operations in the future." One sales head disclosed that his company is already

(*Continued on page* 2)

Kintner Is Appointed NBC Vice-President

Robert E. Kintner, who resigned last month from the presidency of the American Broadcasting Co., has been elected an executive vice president of the National Broadcasting Co., effective Jan. 1, 1957.

Robert E. Kintner

Kintner will serve on the newly organized NBC executive council in the capacity of co-ordinator of the television network's color activities and

(*Continued on page* 2)

Fox Warns TV Nets on Germans' 'Anastasia'

Twentieth Century-Fox informed television networks late last week that it has world-wide title rights to "Anastasia," a yet unreleased production, which it will "protect to the

(*Continued on page* 4)

Television Today

IN THIS ISSUE **Page 6**

► **Spotlighting the News—the networks proudly announce their dependence on electronic brains for Election Day coverage; the Internal Revenue Service makes a tax ruling; a report is prepared.**

► **Passing in Review—the week's highlights in shows.**

► **Showmakers—personalities in the news.**

PERSONAL MENTION

MAX E. YOUNGSTEIN, United Artists vice-president, will return to New York today from Europe.

•

EDWARD H. ROWLEY, executive vice-president of United Artists Theatre Circuit, will return to New York from Europe this week.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres; BERNARD LEVY, his assistant, and AL SICIGNANO have returned to New York following visits to Des Moines and Minneapolis.

•

EDWARD S. FELDMAN has returned to the 20th Century-Fox home office publicity department following a two-year tour of duty with the Air Force.

•

SOL C. SIEGEL, producer, will return to Hollywood today from New York.

•

GEORGE CUKOR, director, returned to the Coast on Friday from New York.

•

VERA-ELLEN returned to New York on Friday from London via B.O.A.C.

International Fan Club League To Meet Here

The International Fan Club League will hold its first New York Regional Conference at the Hotel Piecadilly three days starting Saturday. Highlight of the affair will be a banquet on Sunday, Nov. 11, at 4:45 P.M. at the hotel.

Among the stage, screen and tv personalities slated to be present are Jayne Meadows, John Hudson, Mark Damon and Robert Morse, who will present prize certificates for outstanding fan club journals to the club presidents. As an added feature, the City of Hope will present its awards to the clubs for outstanding aid in the Susan Ball Memorial Cancer Drive.

At the general sessions meeting Saturday, all fan club members will be present to discuss the development of clubs throughout the nation, their problems and projects.

No Paper Tomorrow

The MOTION PICTURE DAILY will not be published tomorrow, Election Day, a legal holiday.

Sales Heads

(*Continued from page* 1)

playing top product day and date between neighborhood and downtown houses in Los Angeles and St. Louis.

Another sales executive pointed out that his company has no uniform policy and that each situation is closely studied on an individual basis. "Conditions are continually changing and our releasing plans for a film are determined following a survey of the situation, the theatres and other facets involved," he said.

All of the company's distribution heads were in accord that Pinanski's suggestion "is food for thought."

Many exhibitors are also in favor of the Pinanski suggestion, particularly those located near metropolitan areas. However, theatremen in some other parts of the nation have been reported as "cool" to the plan.

In the north central part of the U. S., exhibitors there said they were in opposition to the plan "at the present time" as they consider themselves "small town, comparatively speaking." Benjamin Berger, president of North Central Allied, said he is opposed to it as far as the Twin Cities are concerned. "It's all right for the big cities, but we are too small here. A suburban first run in competition with downtown would kill it for both," he said.

Kintner Named

(*Continued from page* 1)

expansion, according to Robert W. Sarnoff, president of NBC, who made the announcement.

Kintner joined ABC as a vice-president in 1944. He was elected president on Dec. 30, 1949. His resignation occurred on Oct. 16 last.

In addition to co-ordinating color activities at NBC, Kintner will handle special staff duties assigned by Sarnoff and will report directly to the president, it was also announced.

Fox to Release Nine In November, December

A revised program of releases for the months of November and December, including nine pictures, was announced by 20th Century-Fox at the weekend. The list includes six films in CinemaScope and three in Regalscope.

Set for November are "Love Me Tender," "Oklahoma!" and "Teenage Rebel"—all in CinemaScope—and "The Desperadoes Are in Town" in Regalscope.

December releases are "Anastasia," "The Girl Can't Help It," "Oasis," "The Black Whip," and "Women of Pitcairn Island." The first three are in CinemaScope; the last two in Regalscope.

Western Gives Convict A Change of Heart

FAYETTEVILLE, N. C., Nov. 4—Motion pictures made a telling impact on one person in this town today. After watching cattle rustlers being gunned down in a Western film, a 21-year-old escaped convict said he had a "change of heart," walked to the police station and turned himself in.

Reopen Seven Theatres In Midwestern Area

Special to THE DAILY

MINNEAPOLIS, Nov. 4.—Seven darkened motion picture theatres reopened recently in this area and one was reported closing, the shut-down blamed on the influence of television.

The remodeled, 350-seat Ruele Theatre, formerly the Medina, reopened in Medina, N. D., as the result of a co-operative movement by local businessmen and owner Norman Ruele. The town had been without a theatre for two years.

Also opened again after a five-month shut-down was C. F. Sehnee's Hollywood at Litchfield, Minn., which was badly damaged by fire last spring. Other theatres opening their doors are the Dows, Dows, Ia.; Alex Perkins' Lyric, LeCenter, Minn.; the Ritz, Rolde, Ia., under Roy Streit; Uptown, Fort Atkinson Wis., and W. R. Frank's Roxy, Owatonna, Minn.

The Capitol at Chatfield, Minn., closed "a victim of television," according to the "Chatfield News." "It wasn't the fanciest place," said the newspaper's epitaph, "but, within its capabilities, it did show some good things and offered a measure of mass entertainment now currently past."

Havas Leaving RKO

Michael Havas, currently Latin American supervisor for RKO Radio Pictures, will sever his relationship with RKO, as of Dec. 1, it was announced last week by Walter Branson, RKO's vice-president in charge of world-wide distribution. Branson said he viewed Havas' departure, after long years of valuable service, "with keen and deep regret on both a business and personal level."

Du Mont Lab Report

Allen B. Du Mont Laboratories, Inc., Clifton, N. J., has reported a loss of $923,500 for the nine months ended Sept. 30, after a tax carryback credit of $1,209,500, compared with a loss of $2,019,000 for the 40 weeks ended Oct. 9, 1955. Sales for the first nine months of 1956 totaled $34,490,000, compared with $51,964,000 for the 1955 period.

Rank Asser Tax To Clo More Theatr

From THE DAILY Bureau

LONDON, Oct. 31 (By Air M —J. Arthur Rank took the opport of plugging the industry's case f entertainment tax remission in a terview reported in the Lo "Star" newspaper yesterday.

"I am not a prophet," w Rank, "but I believe—and I s with regret—that some hundre theatres will close in this countr less something is done about th tertainment tax. This means that and the tax collector—will be jected to the law of diminishin turns. The 79 theatres this org tion is closing paid £455,453 ($ 268) in entertainment tax last Shut—they will pay nothing."

Referring to the tax's effec British film production, he "While the tax remains at the pr figure it is risky for a British ducer to spend more than £15 ($420,000) on a picture. If he he cannot be sure of getting money back. Last year this org tion paid £10 million ($28,000 in tax. If that were reduced s we had, say an extra £5 m ($14,000,000) in hand we s spend a larger sum on our films

'What Would You Do?'

Rank gave the following figu justify the closing of some o cinemas: "If you owned a ci on which you were losing £ ($12,600) a year and also p £7,500 ($21,000) in entertai tax, what would you do? You close it. Otherwise you migh certified as not quite right in head. Before the war you furnish a medium-sized cinem £8,000 ($22,400). Today th ue is £30,000 ($84,000). In wages cost twice the figure for Now they have increased by ther 75 per cent."

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. . . NEWS ROUNDUP

No Pattern To Business

The lack of any pattern of changing theatre business around the country was emphasized in four recent census Bureau reports comparing 1954 theatre business against 1948 business in St. Louis, Minneapolis, San Antonio, and Sacramento. In St. Louis, receipts picked up sharply during the six years for downtown theatres, picked up slightly for suburban theatres and dropped sharply in other neighborhoood theatres. In Minneapolis, receipts dropped slightly in downtown theatres, fell off sharply in neighborhood theatres and picked up in suburban houses. In Sacramento, receipts increased in all categories—some in the downtown theatres, more in the neighborhood theatres and still more in the suburban areas. In San Antonio, receipts fell downtown, but picked up sharply in neighborhood and outlying theatres.

■

To Screen W B Featurette

A special screening of Warner Bros.' "Chasing the Sun," a four-reel film in Warnercolor, will be held under the auspices of the Air Transport Association for leading state and city dignitaries, top Air Force officials and industry executives, leading exhibitors in the Southeast, newspaper publishers and radio and television representatives, at the Hotel McAllister in Miami on Wednesday.

■

Gable To Be on Television

United Artists' publicity campaign for Russ-Field's CinemaScope production of "The King and Four Queens" will be carried to a national television audience of 32,000,000 on Nov. 25 when the Ed Sullivan Show broadcasts a specially-filmed feature presenting Clark Gable, star of the film. This marks Gable's first tv appearance.

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UNITED AIR LINES

Allied Conclave Agenda Set

(*Continued from page* 1)

ton Hotel in Dallas, Nov. 27-29. The 1956 convention of the national exhibitor group will honor Col. H. A. Cole for his "40 years of devotion to the film industry and Allied."

Robert Morrell, convention coordinator, who is also an official of the S&S Amusement Corp. here, said that more than 10 nationally known corporations will exhibit over $1,000,000 worth of equipment at the trade show to be held in conjunction with the theatreman's conclave.

Among the topics on the agenda of the board of directors' conferences, which National Allied will hold on Nov. 24-25, will be the issue as to whether or not an agreemnt can be attained with the Council of Motion Picture Organizations on Allied's rejoining COMPO. A number of regional units of Allied States have been paying their dues to COMPO despite the fact that the national unit does not take part in COMPO activities.

Discussion Topics Listed

The agenda for the Allied meeting has been prepared from reports received at the Washington headquarters of the association from regional unit leaders. They ask also that discussions take place on the status of the industry as a whole, the Motion Picture Association's business building ideas, arbitration and the Senate Small Business report on industry trade practices.

Other subjects which will be on the agenda, it is expected, will be the possibility of consolidation with Theatre Owners of America, trade practices, buying, booking, clinics on film problems, theatre operations and how to increase box office receipts through new approaches to selling films.

Morrell said the theme of the convention would be "see how, hear how, so that you will know how." Chairman of the proceedings in Dallas is Julius Gordon, president of the Jefferson Amusement Corp., of Beaumont, Tex.

Sessions during the convention will open at 9 A.M. and run to 5 P.M., Morrell said, adding that he has been ehosen to conduct "picture clinics" daily at which time Allied members will discuss film buying and clearances, availability, run and various advertising methods.

Among those speaking at the convention will be Abram F. Myers, general counsel and board chairman of national Allied, president Ruben Shor, and Col. Cole.

Arrangements for Women

A women's organization recently started in Dallas, the Women of the Motion Picture Industry, will act as host to women attending the convention. Entertainment for them will be provided by the soft drink companies.

Reservations will cost $25 for men; $20 for women, and $40 for man and wife, father and son, wife and daughter. Morrell stated that all booths will be guarded by bonded guards and he assured exhibitors that Allied "will never tolerate excessive charges for handling the installation of exhibits."

He also revealed he is readying a program for the drive-in convention in Cincinnati, early next year.

School Drive

(*Continued from page* 1)

a large following in the nation's schools, with 16mm. versions being made available after the theatrical runs through a Disney subsidiary. This gives the company ready access to a maximum number of educational institutions throughout the country.

The current release, "Secrets of Life," is a worthy addition to the series. Prints with a final sequence picturing a volcano eruption are optional in CinemaScope. The balance of the production is on standard frame. It is an absorbing, colorful, beautifully photographed and lucidly narrated depiction of the life processes of plants, insects and fish, with a final sequence picturing the awesome destructiveness of a lava flow from an erupting volcano, destroying all life in its path until it exhausts itself in the boiling sea. It will open at the Sutton Theatre here Nov. 19.

S.K.

Set 'Bundle' Premiere

HOLLYWOOD, Nov. 4—RKO will launch "Bundle of Joy" with a premiere at the Egyptian Theatre, here, on the night of December 21, it was announced last week.

Fox Warns TV Nets

(*Continued from page* 1)

fullest extent against any infringement."

The statement, issued by William C. Michel, executive vice-president of 20th-Fox, reported that a recent German motion picture "of the same or similar title" may soon be offered in this country for theatrical or television showings.

Will 'Protect Its Rights'

"This will serve to advise you that this company intends to protect its rights in this title and hold any party infringing these rights strictly accountable therefor," Michel asserted.

World-wide motion picture rights to the stage play "Anastasia" were acquired by 20th-Fox in January, 1955. The picture is scheduled for release in December.

'Brave' Gross Sets Mark

HOLLYWOOD, Nov. 4.—The King Brothers' "The Brave One," in its world premiere engagement at the Four Star Theatre, Los Angeles grossed $12,281. This was a two-year high mark for a week's take at the theatre. The CinemaScope film is being distributed by RKO.

To Name Allied Committ On COMPO Negotiations

From THE DAILY Bureau

WASHINGTON, Nov. 4—A mittee of Allied States Assoc members will be shortly appoint president Ruben Shor to neg with a committee representing Council of Motion Picture Org tions to determine whether th hibitor group should rejoin CO it is announced by national A

The committee will report t Allied directors concerning CO on whether Allied should co its policy of cooperating with all fide industry groups in matte common interest independent COMPO.

Attendance

(*Continued from page* 1)

earning comparisons for the in in the 1956 fiscal year, the said, but 1957 will be "substa improved" for both distributor exhibitors.

The survey cited several reas this. The big productions th doing well at large city box- have yet to be widely distribute producers will probably have v off most of the production co 1956. Theatres will enjoy year's benefit from the recent in federal tax laws.

See Overhead Reduced

More theatres will close in th future, but this will be aimed creasing the income of theatr cuits, the survey stated. With theatres, the remainder may ex better supply of product. The some maintenance and tax cos leave the circuits in a position duce their cumulative overhea

The survey noted factors th favorable indications of a con attendance trend. The numb quality pictures seems likely crease, the report said. The p tion of the 15- to 24-year-olds, lywood's most important cu group," is expected to grow cantly over the next few years.

The film industry also seems gaining on television. The showing of a major pre-1948 fi a Los Angeles tv station was u an example. Although the au for the tv program was more th the other six Los Angeles st combined, there appeared to b little effect on theatre business.

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ichtman Sounds Call for 'New Approaches'

bility to Pay' en as Key to m Rentals

(Continued from page 1)

ng a property for the screen. ed distributors and exhibitors t "new ideas, new approaches r relationships to the selling ying of product. Theatremen bring their houses up to the ossible standards of comfort r customers. In booking films, ould use intelligence, especially ing double features. In these ns, each picture on the double uld be compatible to the other the entire program will have to the whole audience, not just ment of it.

alls Present Plan 'Archaic'

ribution, as it is now set up, is Methods of operation and product have to be radically National sales policies have eliminated and ones installed y the theatre buys product on ity to pay. Rentals must be n each situation by situation, by town, neighborhood by rhood. There now can not be trary, uniform system of sales d to film."

man took cognizance of the l presented by Sam Pinanski, t of American Theatres Corp., ing the playing of top product hborhood theatres on a day- e basis with downtown thea-

suggestion should be given ation by distribution," he said.

His Faith Is Unshaken

over 45 years of experience in ustry, Lichtman reaffirmed his n the entertainment values notion pictures offer the pub- The business in recent years n grosses and attendance de- This has been attributed to n, the unattractiveness of eatres, and the public's prob-

, Eight Companies g All Day Tomorrow

Motion Picture Association of and eight of its 10 member ies will be closed all day to- Election Day.

d all day will be United Art- h Century-Fox, Loew's, Inc., ia, Universal Pictures, RKO Pictures, Allied Artists, and Brothers. Paramount Pictures public Pictures will close at

Highlights of Lichtman's Comments on Industry

Highlights of Al Lichtman's optimistic viewpoint on the industry's future as told to MOTION PICTURE DAILY at the industry veteran's home here, are:

"All segments should re-evaluate their thinking and operations by using new approaches and new ideas in selling and playing films."

"The Council of Motion Picture Organizations should be supported by the industry wholeheartedly on a permanent basis."

"The industry should not cry about bad business, but do something about it . . . by buckling down in all aspects of it and giving the public first-class shows."

"Exhibitors should use intelligence in booking product, especially for double features, and distributors should radically revise their methods of operations and policies."

lems in getting to the theatre because of transportation, etc.

"Show business is highly competitive. The motion picture now cannot be ground out in quantity. The smaller number of films produced are much better in quality and entertainment values. If we are able to create great motion pictures and continue to do so, the industry will once again become the top entertainment medium. It is a healthy sign when I see such films as 'The King and I,' 'Giant,' 'The Ten Commandments,' and 'Around the World in 80 Days' being produced and made available to the public, which is buying them with enthusiasm.

"The industry should not cry about the bad business, but do something about it. Utilize new selling, merchandising and promotional approaches coupled with fresh thinking about the business on the part of all concerned. Do away with slip-shod operations. There is nothing wrong with the picture business, but we must buckle down in all aspects of it and give the public first-class shows."

Lichtman said he is of the opinion now that the industry could save a huge amount of money by a "complete revision of present distribution operational methods, by not wasting a big amount of advertising expenditures on national levels, and in legal expenses." He said the companies could save perhaps some $5,000,000 annually by revamping and in some cases eliminating half the amount of salesmen in each exchange. Advertising dollars are also being wasted when a company spends huge sums in national advertising and on national professional gimmicks, he said, adding that "film ads in newspapers haven't changed in looks for years."

Urges Support of COMPO

The former director of distribution for 20th-Fox had some views to express on a number of other industry topics. Commenting on the Council of Motion Picture Organizations, of which he was a member of the governing triumvirate, Lichtman said "this organization would be of tremendous value to the motion picture industry if the industry would support it on a permanent, long term basis. The structure of COMPO is now based on membership dues and the organization lives in fear that its membership will not pay dues.

"The attitude of many people in the industry has been a 'what have you done for me today' one toward COMPO. That must be corrected by the industry, who must support it wholeheartedly as COMPO means a great deal to the business," he stated.

Points to Tax Campaign

Lichtman at this point said the recent tax campaign of COMPO is a symbol of what COMPO can do for the industry. He said that in the next tax campaign, more support should be given COMPO and the organization should make an attempt to secure aid outside the industry from other fields of entertainment which are still saddled with admissions taxes. He specifically pointed out the major and minor baseball leagues as one possible source of assistance "as they are in a similar situation to theatres charging over 90 cents per admission."

On the sale of motion picture film libraries to television, he said that "These sales were brought about by economics." He added he had "mixed feelings" on this matter.

On the announced plans of Stanley Warner Corp., and American Broadcasting-Paramount Theatres to engage in film production, Lichtman said "there is room for everyone in the business if they have the money. The industry thrives on competition."

Deprecates Allied Move

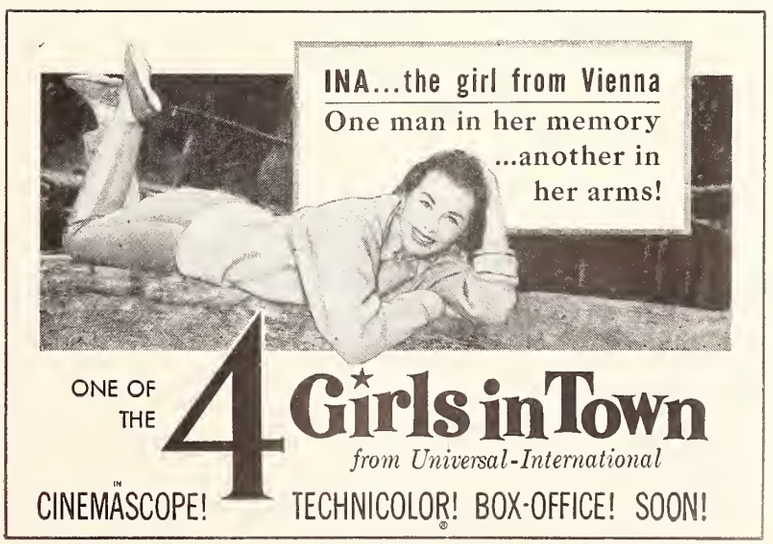
Lichtman also took a swipe at the Allied States Association bid for a roundtable discussion on industry affairs by saying that such a meeting "would not accomplish anything." He stated that in the light of current industry conditions, and legal opinions, exhibitor and distribution disagreements would be best settled in individual meetings at which time a better grasp of the conditions and problems could be had by both parties.

He also commented on the Senate Small Business Committee report on industry trade practices, saying that "in my opinion it was very just."

'One-Way Street'

Lichtman recounted some of his experiences in the attempts to set up an industry arbitration system, the last draft of which was approved and then disapproved by Theatre Owners of America. "That draft was a one-way street favoring the exhibitor. No businessman in his right mind would have accepted it as the distributors could never have been a plaintiff under its setup and the distributors would have borne the cost of operating it, perhaps up to $250,000 per year. However, now that it has been shunted aside by TOA, I feel that the distribution companies have not kind feelings toward getting together with exhibitors again to draw up another arbitration draft."

Lauds Compo, Asks Stronger Support in '57



Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Spotlighting the News

The Big Night

► Tomorrow is the Big Night for the electronic brains of the country, namely ABC's Elecom 125, CBS' UNIVAC and NBC's IBM 705. Last week as the election neared its climax, as the issues became hopelessly confused and as world affairs deteriorated to a new low, one shining thought cut through the smog of uncertainty—the knowledge that man, who has somehow let the world go to hell, has succeeded in putting together several machines that can theoretically, anyway, tell us the outcome of our national elections after only a fraction of the population has cast its vote. Underwood's Elecom will give us its "unadjusted" computations on the outcome at half-hour intervals, drawing on a magnetic tape memory of more than 100,000 statistics to arrive at its conclusions. Remington Rand's UNIVAC, already a veteran of two national elections (in one of which it suffered a nervous breakdown) will *analyze*, predict and even change its mind. IBM's 705 electronic brain will do the same, manned by 300 people who, with *their* brains, will weigh collectively about four tons. The ultimate in all this will be the day when we can all stay home and cast our ballots by thought waves which, in turn, will be recorded by one huge electronic memory device, presuming, of course, we still know how to think. In the midst of all this electronic wizardry, Newark's WATV stands alone with old-fashioned, unreconstructed faith in the human animal. It announced, with some bravado, that it will use only one news ticker, perhaps a slide rule and four political experts, whose total weight is not given.

Deductible

► The Internal Revenue Service finally ruled last week on the tax treatment of expenses incurred trying to get a television license. The Service said that if the company fails to get the license, then the travel expenses of witnesses, any legal, engineering and accounting fees, and other expenses incidental to the attempt, are deductible from the firm's gross income in the year in which the application is finally denied. However, if the company wins the channel, then the expenses must be capitalized for tax purposes; that is, they must be added to the cost of the station. And, since the useful life of a TV station cannot be determined, these costs cannot be depreciated but can be recovered for tax purposes only when the station is eventually sold, at which time they can be used to reduce the capital gain or increase the loss on the sale.

Big Cake

► A great big cake was cut last week for NBC-TV's Matinee Theatre, that grandiose, ambitious, adjective - inspiring mid - afternoon series of live dramatic items with which one year ago the network sought to entice the housewife away from the ironing board and to the TV set. The occasion was well and happily marked, and laden with statistics. Albert McCleary, executive producer, made 30 round trips from the coast to the east, and a trip to France and back. The scripts weighed an aggregate of 12 tons, covering 1,750,000 pages, the equipment used for air-conditioning the studio would keep 75 homes comfortable for a year in Texas, etc., etc. Matinee's big birthday cake was completely covered with lighted statistics.

Prepare Report

► The House Judiciary Subcommittee which held lengthy hearings on monopoly problems in the television industry is now starting to prepare its report and hopes to have it out by the end of the year. Subcommittee members and staff officials have been reading through the hearing transcripts and the mountains of additional information supplied by the witnesses. Despite earlier reports of possible further hearings in November, none is now planned, officials said.

CBS Program Notes

► One new film series and two special programs were given firm schedules during the week by CBS-TV. The series is Air Power, a 26-part program depicting the development of flight and its impact on the 20th Century. The first segment, making its debut next Sunday evening, will be an hour show depicting a simulated nuclear attack on North America. Subsequent segments will be seen on succeeding Sundays and wi half-hour in length. The ser produced by CBS Public A and sponsored by Prudential I ance Company of America. next Sunday, in the half-hour ceding the Air Power debut network will present a special gram, "Revolt of the Satell dealing with the current Communist flareups in Hu and Poland. The second s program will be an hour-long covering the National Autom Show, Sunday, December 9. one, however, depends to a extent on the whims and wa

(*Continued on following pa*

In Our View

MR. JACK GOULD, the skillful, articulate ar alert television critic-in-chief of *The New Yo Times*, this week leaped into the saddle, tilt his lance and dashed headlong at the networks, attac ing their failure to offer on-the-spot coverage of t momentous United Nations Security Council sessions the Middle East crisis. He called it a disgrace and stup and in a word gave the three big networks hell. And su is the influence, such is the awesome position of *T Times*, such is the "respect-amounting-to-fear" in whic it is held, that the networks' publicists came galloping the defense of their executive decisions in the matter.

The citations of the networks that they did cover t meetings, but in edited form later in the day and ev ning, and that they had a constant flow of news bulleti spotting their schedules, some on preempted time, wa not unreasonable. As a matter of fact John Daly, vic president, took the rap for the ABC decision, saying n other general management division of the company wa asked for an opinion before the decision. That decisio was made after logical consideration of the factors i volved, it would seem, and it was decided an "edited story later would be better than an on-the-spot reportin what with uncertain time, length, translations, etc. NB and CBS likewise contended their coverage was exte sive, informative and complete. On the basis of their pa records in such matters, we are inclined to agree.

Perhaps the networks might have given more exte sive coverage to an afternoon session—for the hous wives to see—but they cannot in this view be condemne because they did not go as fully into it as Mr. Goul would have wished. However, the tempest which M Gould has stirred in his *Times* tea-pot does emphasiz the necessity for constant alertness on the part of ne work television, that it be ever mindful of and alway responsible to the obligations inherent in its publ service character.

—Charles S. Aaronso

ssing in Review

SE OF OLD THEATRICAL or screen properties on television—practice theoretically if not always in actuality—is becoming an ingly familiar phenomenon. NBC-TV's Lux Video Theatre has audience entirely on old and often well-worn screenplays, and 's 20th Century-Fox Hour has relied in major part on works in library—both to the apparent satisfaction of televiewers even not one of these adaptations has ever equaled the comparable of the original film production. Recently, however, two New sed live drama series, the Goodyear-Alcoa Hour and Robert mery Presents, both of NBC-TV, have been turning to legitimate ay's flop heap with a surprising amount of success, re: the Good- oduction Sunday night, October 28, of Robert Anderson's "All - Long" and the Montgomery production, Monday night, of Sig- iller's "One Bright Day."

nore successful of the two shows was the Anderson adaptation, while it overstated the youth and innocence bit, preserved the the play and even sharpened its point. When studied under the hite light of Broadway standards, "One Bright Day" remained oom exercise on early Ibsen, but even so and with an uneasy iance, it came across as an interesting and occasionally powerful One of the most obvious reasons, of course, why the legitimate ile is more rewarding than the Hollywood libraries is the differ- emphasis—technically and dramatically—between the stage and When all is said and done, live TV is a good deal closer to the nan it is to the film theatre screen with which it will never be compete.

pos of the above, but in a class by itself was last week's NBC- ctacular adaptation Sunday night of "Born Yesterday," which istory both as a play and as a film. Some of the trouble here attributed directly to author-director Garson Kanin, who obvious- had his fill of lugubrious TV drama about sensitive slow-wits. nin, however, paced his piece about 10 times too fast for the re- iedium to grasp. In addition, much of the funny business needed ne of the proscenium to give it comic perspective. This "Born ay," oddly enough, needed more of the motion picture technique s of the stage—which just goes to prove that you shouldn't eneral statements concerning the inter-relation of stage, films television.

here, the TV week was about par. Elvis manifested himself in sence of Ed, CBS-TV, Sunday, October 28, and tended to over- the true youth, vitality and freshness of the extended "Most Pella" excerpt. Film series-wise, NBC-TV's Sir Lancelot Monday ncluded a successful campaign against a neighboring liege lord sday on ABC-TV's Conflict, a bold buccaneer, the scourge of the Main, ended up with a full pardon and the love of the Jamaican r's niece. Both of the shows—the first produced by Hannah in in England and the second by Warner Brothers in Hollywood—nically expert and fun in the manner intended.

he adults, two of the most entertaining shows of the week made essions to the TV medium at all. The people on hand just faced iera and talked—well. Sunday morning, October 28, CBS-TV's ay to Go presented Msgr. Patrick Skeehan of Catholic Uni- discussion the meaning and import of the Dead Sea Scrolls, and owing night, ABC-TV's Bishop Sheen managed to touch on ranging from bubble gum to the inevitable if sometimes obscure of all human actions. It seems that words often are the most means of communication after all. And speaking of words, lid a tremendous job Thursday night and early Friday morning complete coverage of the United Nations debate: words and on Ed paid the bill.—V.C.

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SPOTLIGHT

(Continued)

the unions which control the New York Coliseum, the location of the show.

The Champion Package

► Forty markets have now contracted for Atlantic Television's "Champion Package" of 13 feature films, David A. Bader, vice-president of Atlantic, said in New York last week. Markets represented include New York, Chicago, Minneapolis, Los Angeles, San Francisco.

The Show-Makers

Mercedes McCambridge stars on Wire Service in "The Conspirators," Thursday, November 8 on ABC-TV. In support are **Shepperd Strudwick, Vintan Hayworth** and **Walter Reed. Seleg Lester** wrote the teleplay, which is directed by **Reginald LeBorg.**

★

Lee Philips stars in "Alibi Me" on Alfred Hitchcock Presents, Sunday, November 11, on CBS-TV. In support are **Alan Reed, Harry Tyler, Argentina Brunetti. Jules Bricken** directed and **Jean Harrison** is associate producer.

★

Philip Abbott, Audra Lindley and **Russell Collins** star in "Shadow of Suspicion" on the Kraft Television Theatre colorcast Wednesday, November 7, over NBC-TV. **Larry Webber, Robert Lansing, Pernell Roberts** and **Jane Sutherland** complete the cast of the teleplay, written by Canadian author **Arthur Hailey.**

★

Lee J. Cobb stars on Dick Powell's Zane Grey Theatre when CBS-TV presents "Death Watch" Friday, November 9. In support are **John Larch, John Alderson, Bobby Driscoll** and **Abel Fernandez. Dick Powell** appears regularly as the program's host. **Hal Hudson** produces and **Barney Girard** directs.

★

Franchot Tone and **Albert Salmi** star in "Survival" on the United States Steel Hour, Wednesday, November 7, on CBS-TV. **Norman Felton** directs.

★

Four original Keystone Cops will appear as themselves in "The Big Slide," starring **Red Skelton** and **Shirley Jones,** on CBS-TV's Playhouse 90 Thursday, November 8. Also signed are silent star **Jack Mulhall, Eddie Firestone** and **Fay Spain. Ralph Nelson** directs from a script by **Edmund Beloin** and **Dean Reisner.**

★

Martha Hyers stars in "Jezebel" on Lux Video Theatre Thursday, November 8, on NBC-TV. The **Owen Davis** story was adapted for television by **Catherine Turney.**

★

Lee Marvin, Terry Moore, Steve Forrest, Cedric Hardwicke and **Richard Arlen** co-star in the Climax! presentation, "Flight to Tomorrow" on CBS-TV Thursday.

Reprinted from Oct. 24, 1956 Weekly Variety

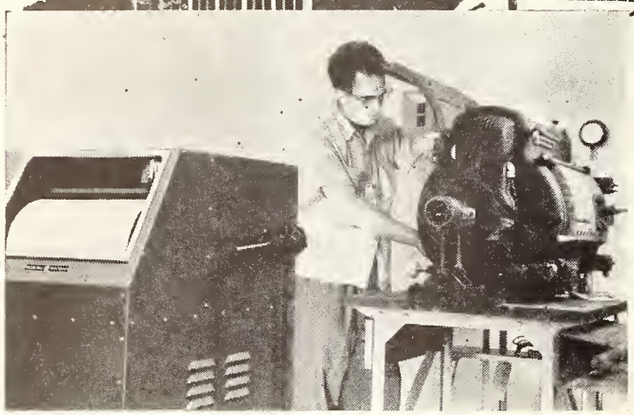
Survey of TV Com'ls

With the support of the General Federation of Women's Clubs and other civic and social agencies around the country, the National Audience Board is beginning a survey of tv commercials. Unusual factor is that the organization, normally concerned with "good taste" in tv offerings, is as much interested in sales impact of the commercials reviewed.

Survey, in the form of questionnaires, to be distributed by CFWC and some 36 other groups in at least 64 cities, will cover commercials of network, national spot and local origin during the week from Nov. 26 through Dec. 2.

At the outer boundaries of knowledge...

New Research Laboratories in Parma, Ohio. To expand its basic research in solid state and chemical physics, National Carbon Company has recently enlarged its staff of scientists and provided them with an ideal laboratory setup for creative work.



Studying color balance for better color movies. The spectroradiometer analyzes the complete "rainbow" of colors in projected light — to give an investigator, in one and a half minutes, information that he formerly worked half a day to get. Research like this helped National Carbon Company win the coveted "Oscar" this year for developing lighting carbons which were balanced to operate with other studio lights.

New "particle" theory promises help in developing still brighter carbon arcs

Although the high-intensity arc has been around for forty years now, nobody has yet been able to explain satisfactorily how it produces the super-bright light so useful for movie projection and studio lighting.

At one time it was thought that the brilliant light came from atomic reactions taking place within the glowing crater or pit at the tip of the positive electrode where the energy of the arc is highly concentrated. But this theory has been radically modified by researchers at National Carbon's laboratories.

Now it is believed that a much more complicated process takes place in the crater region where powerful electrical currents heat the carbon to temperatures of 10,000 to 12,000 degrees Fahrenheit, roughly the temperature of the sun's surface. According to the new "particle" theory, material from the molten floor of the crater vaporizes into tiny particles of the order of a millionth of an inch in diameter. These white-hot liquid droplets stream out into the space between the carbon electrodes of the arc to form a long, luminous tail flame or "comet tail."

Precise knowledge of this process, combined with results of other experiments now under way at the Parma laboratories, should point the way toward new, brighter lighting carbons that will stand up to higher and higher currents and temperatures. More details of the work at Parma are given in a new booklet titled "Research." Write for a copy.

Look to **NATIONAL CARBON** *for leadership in lighting carbons*

NATIONAL CARBON COMPANY • **A Division of Union Carbide and Carbon Corporation** UCC **30 East 42nd Street, New York 17, N.Y.**

Sales Offices: Atlanta, Chicago, Dallas, Kansas City, Los Angeles, New York, Pittsburgh, San Francisco. *In Canada:* Union Carbide Canada Limited, Toronto

All News that News

MOTION PICTURE DAILY

Concise and to the Point

NO. 89 NEW YORK, U.S.A., WEDNESDAY, NOVEMBER 7, 1956 TEN CENTS

nages Case

remeCourt s Melrose ing Stand

Okay Landlord Suit the Anti-Trust Act

THE DAILY Bureau

NGTON, Nov. 6—The Su- urt refused to upset lower gs that a non-operating per- ase landlord has no right damages under the Clayton Act.

n court refused to hear the the Melrose Realty Co. of ia. Melrose owns what he Yorktown and later was r Theatre there. It leased to Warner Theatres Co. mum rental plus a portion s receipts. Later, when the and Warner Theatres ntinued on page 6)

e Laurentiis Firm o-American Films

anization of a new motion mpany to coordinate and meri- talian uction been by Lau- oduc- r and o ar- here from will nt of com- which alled Productions, Inc. Ralph ntinued on page 7)

Dino de Laurentiis

Disney Manager land and Europe

Havas has been appointed nager of Walt Disney Pro- r the United Kingdom and Europe, it was announced by Roy O. Disney, presi- lt Disney Productions. The ntinued on page 7)

Warners Forming Two New Publicity Units on Coast

By LESTER DINOFF

Warner Brothers Pictures will organize two additional publicity units at its West Coast studios—one to handle pre-production publicity and the other to work with talent, it was reported here by Robert S. Taplinger, vice-president in charge of advertising and public relations for the company. He also said that Warner Bros. will launch heavy advertising and publicity campaigns on all of its forthcoming releases on local, state, regional and national levels.

Robert Taplinger

Taplinger said here that these additional publicity units would be supervised by Bill Hendricks, studio publicity director. "The units would continuously put out publicity about Warner properties, and talents, from the (*Continued on page 7*)

'Oz' on TV Doesn't Hurt Broadway Gross

Despite a heavy Trendex rating run up by a "classic" feature film shown on television last Saturday night, crediting the program with drawing 51.2 per cent of the nation's television audience, Broadway motion picture theatres reported there was no drop at the box office that night.

"The Wizard of Oz," a 1939 Metro-Goldwyn-Mayer production presented on the Ford Star Jubilee over CBS-TV from 9 to 11 P.M. Saturday, achieved (*Continued on page 7*)

Decca 9-month Earnings Listed at $2,917,379

Consolidated net earnings of Decca Records, Inc., for the nine months' period ended Sept. 30, including the company's share of undistributed earnings of its subsidiary, Universal Pictures Co., Inc., amounted to $2,917,379 equal to $1.82 per share on 1,602,501 outstanding shares of capital stock.

In the corresponding period of 1955 Decca reported earnings of $2,410,624, equal to $1.50 per share on the same number of shares outstanding.

Name McCullough MPA Foreign Advisory Head

John B. McCullough has been appointed director of the Motion Picture Association's foreign film advisory program, Eric Johnston, MPA president, has announced. McCullough thus assumes the post formerly handled by Taylor Mills prior to his appointment as MPA public relations (*Continued on page 6*)

LOUIS SCHINE DIES AT 63

Special to THE DAILY

GLOVERSVILLE, N. Y., Nov. 6—Funeral services will be held at the Jewish Community Center here at 2:30 p.m. tomorrow for Louis W. Schine, 63, secretary-treasurer of the Schine Enterprises, Inc., who died early today at the Presbyterian Hospital, Harkness Pavilion, New York City.

Schine, active in the motion picture industry since 1917, is survived by his wife, Martha; a son, Donald; a daughter, Mrs. Ross Higier, and a brother, J. Myer. Interment will be at the Knesseth Israel Cemetery here.

Born in Germany in 1893, Schine joined his brother, J. Myer, following service in the Army during World War I, in purchasing the Hippodrome Theatre here to launch the Schine theatre circuit and Schine Enterprises, which is now composed of 150 theatres in New York, Ohio, Kentucky, Delaware and Maryland, besides hotel and broadcasting interests.

He was a founder of the Jewish Community Center in Gloversville and served as president and as a director of it. Schine was chairman of the Fulton County United Jewish Appeal, Community Chest and a member of the Harold Wilmot American Legion.

Temporarily

Hold Up Plans For Audience Award Project

COMPO Wants New Dates; Avoids Academy Conflict

The Council of Motion Picture Organizations will today advise its membership that the production of promotion materials for the Audience Awards campaign, originally scheduled to be held from Christmas Day to January 3, has been temporarily held up pending a re-examination of the dates. This is being done "with a view of strengthening the promotion for the benefit of the theatres and to eliminate, if possible, any conflict with the Academy Awards." The re-examination of dates was requested by Elmer Rhoden, who, with Leonard Goldenson, is serving as national co-chairman.

Sam Pinanski and Robert W. Coyne, members of the COMPO governing committee, in a letter explaining the delay in putting the promotion materials into production to the COMPO membership, members of the COMPO board and executive (*Continued on page 7*)

'Giant' Business Big As New Openings Held

George Stevens' production of "Giant" is continuing to pile up top grosses in both its holdover engagements in New York, Chicago, and Los Angeles, and new openings over the country, according to Warner Bros., which is distributing the film. At the Roxy Theatre on Broadway it did $69,000 in the first four days of its (*Continued on page 7*)

O'Shea Status 'Inactive' On MPAA Code Group

Dan O'Shea, president of RKO Radio Pictures, who was originally a member of the committee set up by the Motion Picture Association to study revision of the Production Code, has been inactive on the committee for the past two months.

He said in Hollywood yesterday (*Continued on page 7*)

PERSONAL MENTION

DANIEL T. O'SHEA, president of RKO Radio, is in Hollywood from New York for an indefinite stay.

•

JOSEPH R. VOGEL, president of Loew's, Inc., has extended his stay at the Coast studios of M-G-M.

•

B. BERNARD KREISLER, of International Film Associates, plans to return to New York from his film-selling trip behind the Iron Curtain toward the end of next week.

•

EMERY AUSTIN, M-G-M exploitation head, returned to New York yesterday from Chicago.

•

JOSEPH L. MANKIEWICZ, director, who will start work shortly in Saigon, French Indo-China, on "The Quiet Man," will arrive in New York today from Hollywood.

•

BING CROSBY has arrived in New York from the Coast.

•

EARLE WAKEFIELD, of the magazine "Life," has left New York for the Coast.

•

JOHN WAYNE will arrive in New York today from Hollywood.

More Talks on Red Film Sales Set Today

A further investigation of Iron Curtain film sales, recently approved by the Motion Picture Export Association's board of directors, will be undertaken today by the MPEA board, according to a spokesman.

The directors will also discuss the distribution of extra Belgium import licenses, problems in the Philippines, the foreign market and its statistics for the year, and international film festivals and participation in them by American companies.

The MPEA and the Motion Picture Association of America will hold a luncheon today at the Harvard Club in honor of Dr. Goffredo Lombardo, president of Titanus Films and head of the Italian producers association; Franco De Simone, Titanus general manager, and Robert Gordon Edwards, their director of information.

A. Horn Services

ALBANY, Nov. 6—Funeral services were conducted Monday at Tebbutt Memorial Chapel for Arthur Horn, 68, long-time MGM salesman here. He died Saturday in Albany Hospital after an extended illness.

Ernest Sands

Edward Hinchy

INVOLVED in Warner Bros. change recently: Ernest Sands, who was named head of the company's playdate department, succeeding Edward Hinchy, who resigned. Hinchy, who was with the company for over 25 years, will announce his future plans upon returning from an extended vacation. Sands, who has been the company's New York branch manager, assumes his new post Nov. 19.

Schenck Will Get New Loew's Contract Dec. 13

Nicholas M. Schenck, honorary chairman of the board of directors of Loew's, Inc., will receive a new contract with the company following the expiration of his current two-year pact which ends on Dec. 13, it was learned here. He presently receives $2,250 per week but his present contract, entered into when has was president of the company, provided for more than that.

Brylawski Again Heads Washington Exhibitors

WASHINGTON, Nov. 6.—A. Julian Brylawski has been elected president of the Theatre Owners of Metropolitan Washington for the 34th term.

Other officers reelected were: Marvin Goldman of K-B Theatres, first vice-president; Joseph Bernheimer, second vice-president; Harry Bachman, secretary; and Lloyd Wineland, Sr., treasurer. Elected to the board of directors were Orville Crouch, George Crouch, Bernard Lust, Harry Roth and Gerald Wagner.

Brylawski is head of the real estate department of Stanley Warner Theatres and heads the legislative committee of the Theatre Owners of America.

Criterion on View

Charles B. Moss, managing director of the Criterion Theatre, will hold open house for invited industry members today in order that his guests may inspect the refurbished theatre, extensively re-done for the world premiere of "The Ten Commandments" tomorrow night, and in anticipation of the lengthy run for the Cecil B. DeMille production.

SBA Says No Loans Yet Asked for Mortgages

WASHINGTON, Nov. 6.—Small Business Administration officials said that the agency has not yet received any industry request to grant government loans to theatres for mortgage purposes.

And they also said again that they doubt very much that such a request would be approved if and when it's made. The Administration does not permit loans for mortgage purposes to any other industry, these officials declared and "we can't make any exception" for theatres.

From the start, S.B.A. officials have said the agency might refinance a theatre mortgage where the refinancing is incidental to getting a government loan for modernization or repair work and where it might be necessary to give the agency clear collateral. But they insisted that the agency could not make loans solely to pay off an existing mortgage.

Some weeks ago, the Theatre Owners of America and the Independent Owners Association said they would ask S.B.A. to grant loans to pay off mortgages. But the conversations with S.B.A. officials yesterday and today make it clear that the exhibitor groups have not yet approached the agency.

S.B.A. officials also said that "a few" theatre loan applications have now been received in agency field offices, but added they do not know what action, if any, has been taken. Some loan applications have been received, they said, from drive-in theatre operators who apparently did not understand that S.B.A. loans were to be restricted to operators of conventional theatres. These applications have been returned, they declared, with an explanation of S.B.A. policy.

TV in Australia

MELBOURNE, Australia, Nov. 6.—Television has made its official debut in Melbourne and the surrounding areas in Victoria. Two hundred fifty thousand persons saw the official opening of the Herald-Sun Television station HSV-7.

Hyams Joining Figaro

Joe Hyams, newspaper contact man in 20th Century-Fox's home office publicity department, has resigned his post to join Figaro, Inc., effective Nov. 26. Hyams, before joining 20th-Fox, was associated with Hecht-Lancaster and Columbia Pictures.

Skouras Conference

Twentieth Century-Fox's production and releasing plans for 1957 will be discussed by president Spyros P. Skouras at a press conference tomorrow morning.

Warner Stoc Sales Liste

From THE DAILY Bureau

WASHINGTON, Nov. 6.—Jack a Albert Warner sold large holding their Warner Bros. Pictures comm stock back to the company in S tember, according to the latest port of the Securities and Excha Commission on trading by film co pany officials in their company sto

The report showed that Jack W ner "sold to issuer" in September 5 000 shares of stock and that a tr account he controls sold another 1 000. This dropped his personal h ings to 147,999 shares, and the t holdings to 1,400 shares.

Albert Warner was reported as ing sold back to the issuer 2 shares, while a trust he contro sold another 4,000 shares. At end of the month, his own hold were reduced to 12,000 shares, the trust holdings to 2,700 sha

Reports on other companies' s were in the "minor transaction" c gory. Y. Frank Freeman repo buying 1,100 shares of Param Pictures common, increasing his h ings to 4,400 shares. Herbert Lazarus sold 1,000 shares of Am can Broadcasting-Paramount Th tres common, dropping his stock o ership to 500 shares.

NBC Ups Livingston

Alan W. Livingston has been e ed vice-president, Television Netw Programs, Pacific Division, for N

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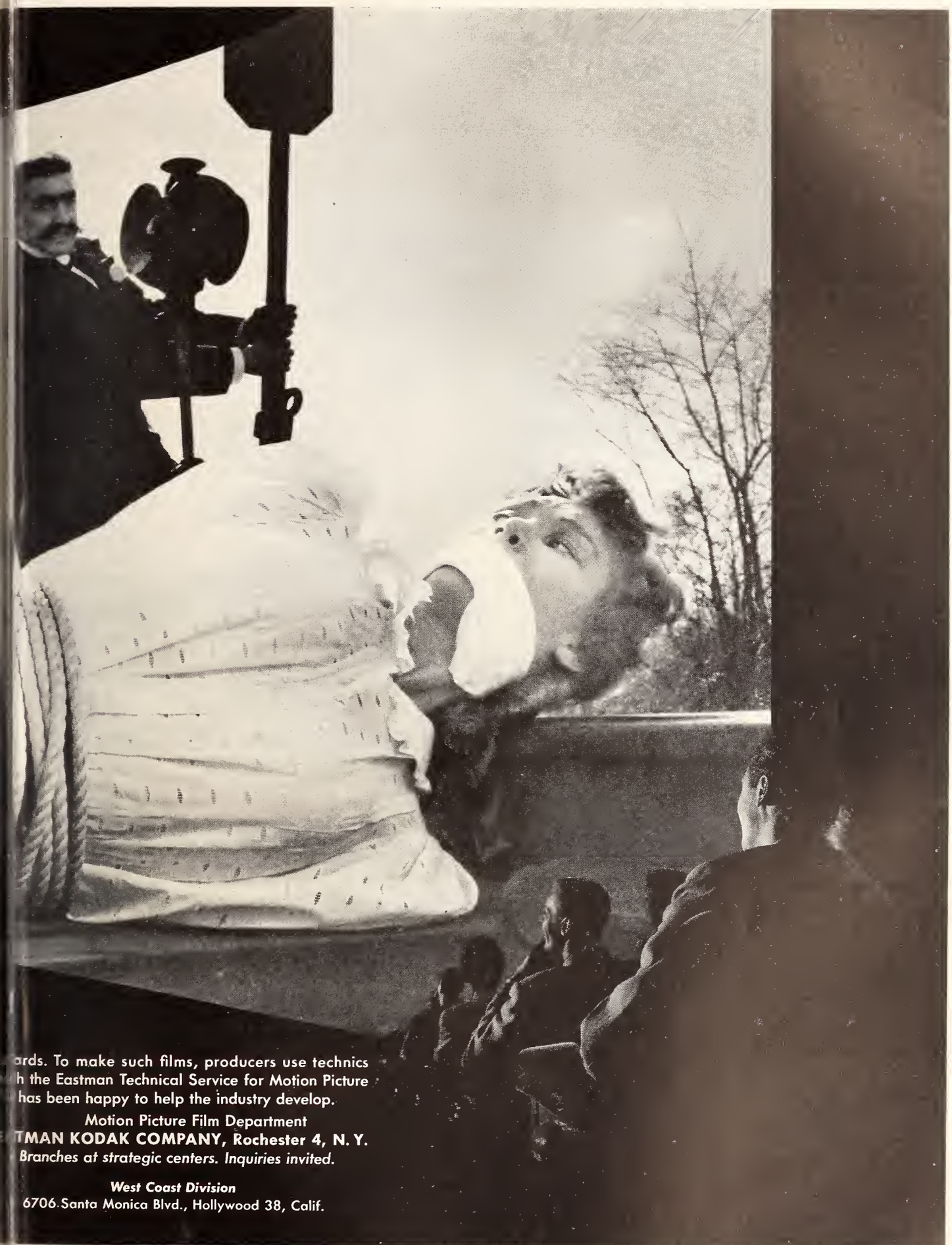

ords. To make such films, producers use technics
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National Pre-Selling

"QUAKER WILD OATS" is the title of the pictorial story on "Friendly Persuasion" appearing in the Nov. 5 issue of "Life."

The author of the article reports "toward its end 'Friendly Persuasion' turns to a serious consideration of the conflict between a Quaker's patriotism and his religious scruples against war. But for the most part the new Allied Artists film deals lightheartedly with a Quaker family whose zest for life leads them to swerve from the path of recognized piety and sow a few innocent wild oats. Father Birdwell has a weakness for horse racing and music. His daughter loves dancing and romance. His wife forgets her peaceful beliefs long enough to wallop a soldier who tries to kill her pet goose."

•

"The Teahouse of the August Moon" has been selected by "Seventeen" as the picture of the month for December.

•

"Secrets of the Reef," reports Florence Somers in the November issue of "Redbook," is a "remarkable and unusual film, one the whole family can enjoy."

•

"Love Me Tender" and its star, Elvis Presley, get a substantial amount of attention in the November 13 issue of "Look."

In a seven-page story titled "The Great Elvis Presley Industry," Chester Morrison reports on the many facets of income Elvis has in addition to his salaries from personal appearances, TV and motion pictures.

•

"Battle Hymn," the new U-I film, was prominently mentioned in a personality story on Dan Duryea which appeared in the Nov. 4 issue of "American Weekly."

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REVIEW:

Everything But The Truth

Universal

CHILD PERFORMERS possessed of some native acting talent in addition to a personality that is not cloying are few and far between these days. Universal is fortunate to have one such in Tim Hovey, the 11-year-old who first captured audience hearts in "The Private War of Major Benson" and "Toy Tiger." The family trade that enjoyed those films will find the young star equally appealing in his newest comedy, "Everything But The Truth."

In a story that is centered around a child the adult actors are sometimes no more than a necessary evil. That is definitely not the case here; for the major parts are played by Maureen O'Hara and John Forsythe. She is beautiful, he personable; and both are assets to the film. And Eastman Color is another.

The character Hovey plays is that of a lad who repeats in a public meeting a remark he has overheard his uncle make to the effect that the uncle had paid a "kick back" to the mayor of their town when the former's property was sold to be used as an air field. Efforts are made to have the boy deny the statement, but he stubbornly refuses out of a conviction that he should always tell the truth. His refusal to recant precipitates a number of comic events, including a general strike of school students across the country in sympathy with the hero and a climax in which an investigation of the air field sale is made by a state senate committee. Master Hovey dramatically appears at this hearing even though he is afflicted with the mumps.

Miss O'Hara is cast as Hovey's school teacher who encourages him in his stand, and it is she who enlists the aid of Forsythe, playing a syndicated columnist at first more interested in Miss O'Hara than the boy's "cause." The development of this romance, however, follows fairly conventional paths. It is the images of the engaging young Hovey that remain—particularly when he is screwing up his features in an expression of manly determination not to give in while the towering figure of the mayor scowls above him.

The picture was produced by Howard Christie and directed by Jerry Hopper.

Running time, 83 minutes. General classification. For December release.

RICHARD GERTNER

Name McCullough

(*Continued from page* 1)

director. McCullough will also continue as director of the MPA technical services division.

The foreign film advisory program, inaugurated by Johnston in 1948, is designed to further friendly relations between the American film industry and the film producers and distributors of foreign countries. Its purpose is to help and guide them in the marketing of their product in the U. S.

McCullough has been on the staff of the MPA since 1923, and has served in many capacities. In recent years he has been director of the MPA technical services division and has been responsible for the association's fire protection program in all of the industry's exchanges throughout the country.

Roy Kanter, 45

BEAUMONT, Nov. 6.—Roy A. Kanter, 45, southwestern division sales manager of the Motion Picture Advertising Service Company of New Orleans, suffered a heart attack and died here while on a business trip. He lived in Dallas. Survivors include his wife, the former Kay Mayer, and a daughter, Royce Kanter, 13.

Loew's TV Sales Meet Slated for End of '56

The sales meeting of the Loew's, Inc., television department, which was scheduled to start Monday, has been put off until the end of the year, according to Charles (Bud) Barry, vice-president.

Barry said that the department's "review of progress" conference has been delayed due to "our large amount of sales activity around the country" The Loew's tv sales meet was set for Nov. 5-6 to discuss current and future television operations, station sales and acquisitions, and television production.

Cleveland Film Bureau Set Up in News Strike

CLEVELAND, Nov. 6—Downtown first-run theatres here plan to set up a central telephone service to dispense information on their program schedules as a result of suspension of publication by the three local daily newspapers. Employees of the "Press," "News" and "Plain Dealer" voted to go on strike when executives and union officials failed to reach an agreement on new contract negotiations.

High Court

(*Continued from page* 1)

agreed to give a competing t day and date booking with the ner, Melrose filed an anti-trus against the distributors, Warner tres and the competing theatre. rose charged that the agreemen part of an illegal conspiracy, an since the agreement cut the re of the Warner Theatre, it als the rental received by Melrose so injured Melrose.

Called Common in Industr

The District Court and the Circuit Court, however, ruled t non-operating percentage lease lord like Melrose was not a p "injured in his business or prof within the meaning of the Cl Act, and therefore had no rig sue. The courts dismissed the Appealing to the Supreme Melrose argued that this typ lease arrangement is common i film industry and that the lower decisions deprived many peop any chance to recover damages injured by an illegal anti-trust spiracy.

In refusing to review the court's decisions, the Supreme gave no reason for its action, n noting it no a long list of ac

The court, in another case, a to review a lower court decisio taxes of Bessie and Jesse L. I The government is trying to c an extra $450,000, in taxes for from the Laskys. It contends certain money Lasky received United Artists Corp. should be as ordinary income rathan than c gain, which gets a lower tax rate money was paid for Lasky's co with Warner Brothers for a sha the earnings and profits of York."

Tax Court Acted Four Tim

The U.S. Tax Court uphel government, then vacated its de heard new argument and agai held the government. When Laskys appealed to the Ninth C Court of Appeals, the court, ir of ruling on the merits of the dismissed the appeal on the tech ity that the tax court had no rig vacate its first order. The L then appealed to the Supreme The court will set the case for argument later in the term ably early next year.

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B's Publicity

(Continued from page 1)

their acquisition to the time ilm's release," he said.
; over the company's releas- dule for the coming year, the executive said he plans "to eavy advertising and publicity bear on each of our films."
er said that one part of this , commencing with "Baby rovides for the department to "a pre-release publicity man- hich will be included all pub- eaks, ideas on what has been vhat will be done, national etc."

s It Better than Pressbook

nger said that in many in- this "pre-release publicity would be of better service pressbook which has lost its ness. The exhibitor's utiliza- a pressbook now is very, very to a point where he just advertising mats, and in some s, nothing at all. Our idea is all of our home office per- fieldmen, salesmen and others ith the manual on each film. would get a complete knowl- all ideas concerning publicity ld be of better service to the r."

PO To Present Case orand Committee

Council of Motion Picture Or- ons' national tax committee tify the House Ways and Committee that they intend to rief or have a representative before the Forand Committee se taxes, Robert W. Coyne, counsel and a member of the triumvirate, said here on

Trand Committee is scheduled hearings on excise taxation 26.

on Video

(Continued from page 1)

ge Trendex rating of 29.4 for le show. Lawrence Welk on reportedly drew a 17.4 rat- ng one hour of the film. Sid ulled a rating of 10.3 during lel hour on NBC-TV, ac- to Trendex.
esults were closely studied by s of the motion picture indus- view of the great number of atures which will be appear- v screens more frequently this Business was called "abso- ormal" by several Broadway managers.

aurentiis Firm

(Continued from page 1)

will serve as vice-president. aurentiis is here to talk with ia officials on production plans new film, "The Seawall," the of which is scheduled to begin xt year in Ceylon. He plans New York about one week.

Awards Project Is Held Up

(Continued from page 1)

committee and its press relations and Audience Awards sub-committee, emphasize that this deviation from the plan tentatively set for the Audience Awards campaign does not reflect any friction with the Academy Awards group, or the MPAA advertising group which has come up with several projects requiring exhibitor cooperation.

The letter says, in part:

"A development in the Audience Awards project should be reported to you. The promotion was planned by the Press Relations Committee and its sub-committee for Audience Awards, and approved by the COMPO Board on Sept. 25, 1956 as a part of a larger TOA plan for public relations activity.

"Following the announcement of the plan . . . opposition was voiced by Academy Awards officials in Hollywood who expressed the fear that the activity at the time decided upon would tend to conflict with the Academy Awards and might lessen the impact of the latter promotion. Elmer Rhoden, national co-chairman, was disposed to agree to some extent . . . because of his feeling that the post-Christmas dates would not provide maximum value to theatre operators who hoped to book winning pictures to advantage.

"An additional reason entering into this decision is the projected program by the MPAA Advertising group, which has received much publicity and which includes a proposed 'Oscar Derby' and a number of other projects which would require exhibitor cooperation. It is anticipated that this latter planning will be coordinated with the TOA recommendations to COMPO for business building (including Audience Awards) and a few days delay has appeared warranted even though COMPO has not been officially approached concerning the MPAA group's proposal.

"We want you to know that this deviation from the plan tentatively set for Audience Awards does not reflect any friction between the groups mentioned."

Havas Named

(Continued from page 1)

appointment of Havas, who will operate under Ned Clarke, foreign sales manager of Walt Disney Productions, takes effect Dec. 3. He will have his headquarters in Paris.

Havas is slated to supervise the entire European distribution setup of Walt Disney product, both in the theatrical and television fields. He will be in over-all charge of Walt Disney Film Distributors, Ltd., in the United Kingdom and he will also supervise the release of Disney product through the established independent distributing organizations on the continent.

For the past eight years Havas has been Latin-American sales supervisor for RKO. Prior to that he was RKO European sales manager.

O'Shea's Status

(Continued from page 1)

that technically he had not resigned but that it would be unfair for him to continue as a member in view of the fact that he will be spending a large part of his time at the studio and would be unable to take part in the deliberations. Paul Quinn, RKO executive and O'Shea's alternate, continues to serve on the Code subcommittee.

Branson To Coast

Walter Branson, RKO vice-president in charge of world-wide distribution, left yesterday for Hollywood for a series of conferences with RKO president Daniel T. O'Shea and William Dozier, RKO vice-president in charge of production. While there Branson will also look at the company's forthcoming product. He is stopping off at Chicago enroute to the coast.

'Giant' Business

(Continued from page 1)

fourth week, with $107,000 estimated for the week ending tonight.

Meanwhile in Chicago it grossed $52,796 in the first four days of its second week and is expected to equal or surpass its big first week of $80,000. At Grauman's Chinese in Hollywood it is continuing its first two weeks' pace with $44,000 seen for the third.

The picture is also doing well in new openings including Miami, where $65,000 is estimated for the first week; in Cleveland, where $41,000 is seen for the first week; Pittsburgh, where $50,000 is expected and New Orleans, with $45,000 seen.

Set Critics' Awards

HOLLYWOOD, Nov. 6. — The American Cinema Editors has set Dec. 6 as the date of its third annual critics' award presentation to be held at the Beverly Hilton Hotel.

San Franciscans Like Three-Hour Plus Films

Special to THE DAILY

SAN FRANCISCO, Nov. 6 — Earl Long, manager of the Paramount Theatre, is convinced that "good films of unconventional length are appreciated here." He made the observation upon reporting that the opening day of Warner Bros.' "Giant" was the highest for the theatre in ten years in spite of the fact that the first show began at 10 A.M. There were standees for every performance through the last show starting at 11:40 P.M.

"Giant" was preceded at the theatre by Paramount's "War and Peace," which enjoyed an excellent run, Long said.

Meet Set for Friday On 'Oscar Sweepstakes'

The merchandising and promotion subcommittee of the Motion Picture Association of America's Advertising and Publicity Committee will meet here on Friday to crystallize its plans for staging an "Oscar Sweepstakes" in conjunction with the forthcoming Academy Awards, it was reported.

The meeting, which will be presided over by Alfred Tamarin of United Artists, will be held at the Harvard Club here. Tamarin said on Monday that the plan thus far has been outlined on broad aspects and the committee now will proceed to formulate it by including experiences of similar "Oscar Sweepstakes" projects which took place last year in Canada and in other parts of this nation.

According to another representative of the advertising-publicity committee, the "Oscar Sweepstakes" idea "will be launched this coming January with or without sanction of the Academy of Motion Picture Arts & Sciences." He said that the Academy's viewpoint thus far on the proposal "has been vague. They seem to feel that the public will not see all of the films which are eligible. I wonder whether all of the Academy's members see all the films eligible before they vote."

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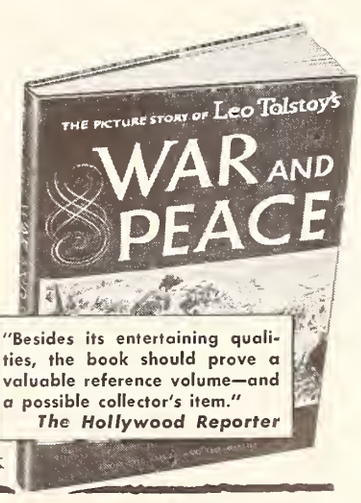

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Concise and to the Point

NO. 90 NEW YORK, U.S.A., THURSDAY, NOVEMBER 8, 1956 TEN CENTS

heatre Loans

A to Seek visions in A Rulings

Like Gov't Help ancing Mortgages

Owners of America now is examining the rules and s of the Small Business Ad- on with an eye to seeking changes in them so exhibi- apply for "business loans rposes," according to Philip TOA committee representa-

yesterday said that under present ruling, a theatre uld apply for a loan for tion and refurbishment if vall theatre contributes to

(Continued on page 7)

r Named to New r Ad-Pub Post

M. Hutner, director of ad- and publicity for Samuel Productions, has been ap- pointed as a special assistant for liaison with independent producers associated with Warner Bros. Pictures, it was announced here yesterday by Robert S. Taplinger, Warner Bros. vice-president in charge of advertising and lations.

Hutner

who will assume his new

(Continued on page 7)

ew Coast Meeting st-'48 TV Sales

on THE DAILY Bureau

WOOD, Nov. 7.—Committee- esenting the Screen Actors reen Directors Guild, and riters Guild are scheduled with a committee of the As-

(Continued on page 7)

Tudor Plans Family Films

By LESTER DINOFF

Tudor Pictures, Inc., will launch a "small family type production program" to include a minimum of 10 films annually, starting in January, in which exhibitors would subscribe on a "play or pay" basis, it was announced here yesterday by Moe Kerman, president of Tudor.

Moe Kerman

Kerman, speaking at a trade press conference, said that theatremen are

(Continued on page 2)

NTA Reports $441,877 Annual Net; Pacts Up

National Telefilm Associates' operating results at the end of the fiscal year ended last July 31 showed exhibition contracts written were up 143 per cent with film rental income increasing 169 per cent, it was announced here yesterday by NTA president Ely A. Landau. He said that the "outlook for the future is very promising."

Landau, in a notice to stockholders,

(Continued on page 7)

Looking Ahead After Election

Taxes, Trusts, Labor Seen on Gov't Docket

Signs Point to Increased Chances for Tax Relief to Small Business Firms

By J. A. OTTEN

WASHINGTON, Nov. 7—Tuesday's national election results mean that industry affairs in the executive and legislative branches of the government will move along pretty much as in the past four years.

Developments of interest to the industry will come in the field of taxes, anti-trust policy, broadcasting, and labor.

President Eisenhower has already promised to ask the new Congress to give tax relief to small business firms —possibly by increasing the exemption from the corporate surtax rate and possibly by granting faster tax amortization on investments of smaller companies. Some Democratic Congressional leaders pressed for these last year, and chances for action in this field next year are now improved.

The Democratic capture of the

(Continued on page 6)

NFS Will Get Rank Account

Special to THE DAILY

PHILADELPHIA, Nov. 7.—The physical handling of the Rank Organization's films to be distributed in the U. S. market by the British producer will be done on a nation-wide basis by National Film Service, Inc., it was announced here by James P. Clark, NFS president.

NFS officials also said that preliminary discussions have been held to pave the way for the film service organization to establish a billing and collection system for Rank similar to the front office agreement NFS has with Buena Vista, the distribution company for Walt Disney.

The announcement of Clark

(Continued on page 6)

Election Matinee 'Great' But Evening Off Here

Matinees were "just great" at Broadway theatres on Tuesday, Election Day, but the box office fell off heavily after 7 and 8 o'clock in the evening, the main stem managers report. Many enjoyed an afternoon at-

(Continued on page 7)

Between 1948 and 1954

Changes in Distributors' Receipts Show Wide Geographic Variation

Special to THE DAILY

WASHINGTON, Nov. 7. — Changes in distributor receipts between 1948 and 1954 showed wide geographic variation, some recent Census Bureau reports reveal.

The reports give the results of the 1954 census of business in several states with exchange centers. Theatre figures were made public in May, but distribution and production figures, where available, are new.

A report on Illinois showed that 33 firms distributing films for theatres and other non-television uses had receipts of just under $25,000,000 in 1954. In 1948, 22 Chicago exchanges distributing motion picture films had receipts of $22,530,000. No more exact comparison is available. The report also showed that 27 Illinois firms engaged in producing films for television and theatre uses had receipts in 1954 of $3,575,000, that 25 firms supplying services for produc-

(Continued on page 6)

Universal News Shipped Eisenhower Reel Tuesday

Universal Newsreel's election special reporting the reelection of President Eisenhower was shipped to theatres on Tuesday and was on hand for showings when theatres opened yesterday.

The feat, second by the reel, which has been the only one to do it, was made possible by the preparation of Eisenhower election material on Monday under the direction of Tom Mead, Universal Newsreel editor. The reel scored a beat via the same procedure in the 1952 Presidential election.

PERSONAL MENTION

HARRY M. KALMINE, vice-president and general manager of Stanley Warner Theatres, returned to New York by plane yesterday from London.

•

EDWARD E. SULLIVAN, 20th Century-Fox publicity director, has returned to New York from Europe.

•

BERNARD FRIED, manager of the City Line, Philadelphia, has been honored by the Overbrook Park Congregation there for having permitted the High Holydays services of the congregation to be held in his theatre.

•

BURT LANCASTER is scheduled to arrive here on Sunday from Hollywood.

•

PHILIP WAXMAN, producer, has arrived in New York from Savannah. He will return to the Coast from here at the weekend.

•

RANALD MACDOUGALL, directorial assistant to SOL C. SIEGEL, has arrived in New York from the Coast.

Sees Greater Film Emphasis on 'People'

By LAWRENCE J. QUIRK

Allen Reisner, director of RKO's forthcoming "The Day They Gave Babies Away," told the trade press at Sardi's yesterday that in his opinion films will tend to deal less with *activities* and more with *people*, and that human and inspirational qualities, which he feels his first picture exemplifies, will be injected into more and more films in the future. The film, produced by Sam Wiesenthal, is scheduled for early 1957 release.

A tv director for some years before tackling films under a three-year, three-picture RKO contract, Reisner wants to continue working in both mediums. He feels the motion picture industry will be all the healthier for the continued injection of talent from other mediums, with their fresh approaches. He feels the tv actor tackling films has an advantage over a theatre actor in that the former has mastered techniques common to tv and films both—for instance, proper angles.

He noted that the Dale Eunson-Katherine Albert screenplay for his new film has "inspirational content, especially for the family audience." He doesn't feel that the fact the tv play was viewed by many people on their home screens will interfere with the boxoffice performance of the film as "the theme is always developed more in a film presentation and the entertainment values consequently heightened."

Tudor Plans 'Family' Films

(*Continued from page* 1)

subscribing to his production plan "enthusiastically." He said that thus far he has "close to 500 signed contracts from exhibitors" and that he expects some 3,000 by year end.

The film executive said the theatreman does not pay anything in advance when signing a "play or pay" contract which has "no escape clause." The films are bought by the exhibitor on a flat rental basis, Kerman stated, adding that "from the contracts received thus far, 85 per cent of the exhibitors are paying 25 per cent more in rental for the Tudor product than they usually pay for comparable product."

Kerman declared the "exhibitors are giving us their full confidence. They approve of the contract and its clauses, one of which states, 'This is a play or pay contract and exhibitor agrees immediately upon notification that a print of any one picture is available, to forward his check for same to the distributor'." he said.

Conferences will be held here this weekend with Hal Roach, Jr., concerning production of four films for Tudor Pictures, Inc.'s, production program for 1957, according to Moe Kerman, Tudor president. Kerman said he hopes to have Roach produce product costing about $175,000 per pieture, which Tudor will finance and distribute.

On the actual production, Kerman said that Tudor Pictures will organize a company to produce from 10 to 20 films in 1957 and that it "will welcome other independents into the fold." Kerman said that "each of the 10 films will cost $125,000.

Production Slated for Dixie

"The films will be produced and financed by Tudor Pictures in Hollywood, Mississippi and Arkansas, specifically near the Winrock Farm outside Little Rock. The first production will start on Jan. 7 and be ready for release around April 1 and thereafter films will be turned out at the rate of one every five weeks. Each film will have 135 prints, including those in color, and franchise holders around the country will handle the physical distribution," he said.

Kerman added that Paul Leslie Peil and William L. Nolte will handle production of the 10 films now scheduled.

Kerman said that the production company will have exhibitor Jack Braunagel of Little Rock as a board member. Braunagel originally presented the production program idea to him, he said. Jack Jackson will be the exhibitor liaison man. Kerman also said that Tudor will launch talent scarches around the nation for "unknowns" to put them into the films and surround them with solid "names."

"There is not a shortage of films, but a lack of product which appeals to the family patronizing small town theatres," Kerman declared. "I expect that at least 2,000 theatres will buy the Tudor product," he said, disclosing that many theatre men have signed up for the films. Among them he named Ernest Stellings, E. D. Martin, Ray Edmundson, Harold Spears, M. A. Lightman, M. O. McCord, Hugh Sykes, George Kerasotes, Dick O'Rear, Ted Solomon and Beverly Miller.

Kerman said he will present the Tudor production plan to the North and South Carolina Theatre Owners convention and the Allied States Association convention, both taking place this month.

House Unit to Meet On Tax 'Loopholes'

WASHINGTON, Nov. 7.—A House Ways and Means Subcommittee issued a list of tax "loopholes" it will consider closing and on which it will take testimony starting Monday, Nov. 19.

Some of the proposals are of borderline interest to the industry. The subcommittee is headed by Rep. Mills (D., Ark.) and is studying technical tax problems. Most of the proposals are backed by both Treasury and Congressional tax experts.

One proposal would give a tax deduction, rather than the present exclusion, of up to $20,000 earned by actors and other people who are abroad for 17 out of 18 months. Excluded income need not even be reported to the Government, and Treasury officials complained that frequently this contributed to tax evasion. With a tax deduction, the income would have to be reported, and though then deducted, would give the Treasury a check on other earnings and income of these taxpayers.

Other proposals would tighten the tax treatment of variable price restricted stock options, depreciation on heavily mortgaged property, attempts of corporations to cut taxes by buying and selling stock of other firms around dividend dates, and money spent on improving property subject to renewable leases.

. . . NEWS ROUNDUP

'World' in Baltimore

Baltimore has been selected as third city in the country by Mi Todd to see his Todd-AO produ of "Around The World in 80 D It will be shown at the Film C and follows a nine-month ru "Oklahoma!" on Dec. 19.

Expand Safety Clubs

Stanley Warner Theatres, whic cently started Children's Safety in Connecticut at the Capitol, limantic; Palace, Danbury; and C New London, have extended the icy to the State, Manchester, Palace, Norwich. The plan calls issuance of membership cards youngsters attending special Satu matinee programs, featuring s novelties, occasional guest speake traffic and related topics, and dist tion of cowboy star photos. Preva children's prices are in effect.

Eleven Pictures Started

Eleven new pictures were sta and three others finished in H wood to wind up the week wi total of 48 in shooting stage. pleted were: "Ten Thousand rooms," CinemaScope, Color (M Goldwyn-Mayer); "Man from lene," Brady-Glasser Prod., "The True Story of Jesse Jam CinemaScope, DeLuxe Color Century-Fox).

Horror Bill Doing Well

Universal-International's new ror bill combination of "Curucu, of the Amazon," and "The Mole ple," has opened to strong bus in its initial engagements at the mount Theatre in Syracuse, N. Y., the Palace Theatre in Cincinnati

'Rebel' Booked at Globe

Twentieth Century-Fox's "Tee Rebel" will have its New York o ing Friday, Nov. 16, at Bra Globe.

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PEA to Get nual Data

member companies of the Mo- cture Export Association have to supply it with annual s concerning their activities in ountry where they do business, announced by an MPEA rep- tive following a meeting here board of directors.

matter has been under con- on by the MPEA board for ime as a number of companies esitant in disclosing business es and figures in each foreign

Johnson Report Presented

MPEA board also heard a re- v vice-president Griffith John- the Danish situation and his ts to reopen the market. John- esented the directors with a al which was taken under con- ion.

under discussion was MPEA t sales to Iron Curtain coun- namely Poland, Hungary and oslavakia. The companies pro- the MPEA with a list of films ish to sell. Screening prints of will be sent to the MPEA Paris shortly.

s 'Impact' Survey heatre and TV

ANY, Nov. 7.—A well organ- d financed survey of the "im- of communications media like pictures, television and radio tly needed, Dr. Hugh M. Flick, years director of the Motion Division, State Education, r the past 15 months executive t to the State Commissioner ucation, told members of the Hudson Association of Phi Kappa at a dinner meeting in laer Polytechnic Institute,

Flick, whose subject was lom and Censorship," said that survey is over-due. Its fruits be many, he asserted, one of being knowledge as to the lative" effect of the brutality ion in motion pictures, televi- adio and comic books."

tality is so pervasive, said Dr. that the emphasis in censor- oday is toward checking it and g away from sex angles. Dur- lengthy period of questions the floor by the educators and professional people in attend- Dr. Flick said that it could not ved a motion picture was ever ngle cause of crime or delin- y.

laid down a barrage of criti- m the manner in which motion es are advertised and exploit- He said he believes an "adults tag in advertising is a "gim- He added that advertising mes plays up a situation not in the film and often sensa- zes sex.

M. P. DAILY Picture

A PRIVATE luncheon for Cecil B. DeMille, on the eve of his latest and greatest: the host, Paramount president Barney Balaban. Yesterday, at the Plaza, publishers, religious leaders, advertising and film industry executives, and stars too, heard DeMille tell of his motive, not financial, in making "The Ten Commandments"; and that in his estimation there is no liberty without law, and this picture tells of the law. With DeMille at the dais above are Dr. Daniel A. Poling, Christian Herald editor; the Rev. James Keller of the Christophers; Balaban; Mrs. Cecilia Harper, DeMille's daughter; and Rabbi Abraham Feldman, Synagogue Council of America president.

Ask High Court Uphold 'Blacklist' Charges

WASHINGTON, Nov. 7.—Twenty-three actors, writers and other former film industry employes who refused to answer political activity questions of investigating committees have asked the Supreme Court to uphold their "blacklisting" charges against major studios.

They have sued the Motion Picture Association, Society of Independent Motion Picture Producers, major film production companies, major independent companies, top Hollywood executives and members and staff officials of the House Un-American Activities Committee. They charged these companies and individuals with a concerted effort to exclude them "from all employment opportunities" in the film industry.

Case Rejected on Coast

California courts threw out the case, holding that there had been no evidence of any "specific or intended contract" for these people and that therefore there was no evidence that any legally-protected interest had been interfered with. Appealing to the high court, the 23 argued that their constitutional rights had been interfered with. The 23 include Gale Sondergard, Anne Revere, Guy Endore, Waldo Salt, Howard Da Silva and Paul Jarrico.

Catholic Actors Ball

Personalities of stage, screen, radio and television will attend the annual ball of the Catholic Actors Guild tomorrow at the Hotel Plaza here. Proceeds go to the Guild's welfare fund for care of the ill, needy and unfortunate of the profession. Jack Whiting will be master of ceremonies. Among those who have promised to appear are Rosalind Russell, Fernanda Montel, Frank Fay, Smith and Dale, Lola Fisher and Hal Le Roy.

Fall Business Better Than in '55: Rappaport

BALTIMORE, Nov. 7 — Theatre business is somewhat better this fall than last, according to M. Robert Rappaport, who, with his father, I. M. Rappaport, operates the Town, Hippodrome, Little and Film Center theatres, the latter equipped for Todd-AO. He credits the gain to an improvement in product.

Asked about the effect of individual television shows on the box office, Rappaport said this is difficult to determine. "It's definite that tv is an inroad to our grosses," he explained, "but to determine that a specific program is felt by the theatres is impossible.

Sees Many Distractions

"On the other hand, anything that draws the attention of entertainment seekers can be regarded as affecting the theatre. Certainly a football game with thousands in attendance; or baseball; or any such event makes a difference.

"But there isn't any way of knowing the definite figure—nor could anyone know to what extent there is competition from the film backlogs newly available to tv."

New Long Island House Equipped for Todd-AO

Skouras Theatres Corporation will open its new Syosset Theatre on the Jericho Turnpike at Syosset, Long Island, on Tuesday night, Nov. 20, with a special showing of "Oklahoma!" in Todd-AO, according to Spyros S. Skouras, president. The opening will be a benefit for the newly formed United Syosset Aid program.

The new theatre is equipped for all types of wide-screen projection, in addition to Todd-AO. A large parking area is now being constructed adjacent to the theatre.

Schine Lauded at Rites Held in Gloversville

Special to THE DAILY

GLOVERSVILLE, N. Y., Nov. 7— An "irreparable" loss was suffered by Gloversville and the Jewish community of the city, in the death on Tuesday of Louis W. Schine, 63, secretary-treasurer of Schine Enterprises, Rabbi Isaac Vander Walde said at funeral services this afternoon.

Five hundred mourners, including industry representatives from New York, Albany, Buffalo, Oneida and Boston gathered in the Gloversville Jewish Community Center for the final rites. Rabbi Vander Walde, of Knesseth Israel Synagogue, praised Schine's "deep devotion" to his family, his many unheralded benefactions, his kindness to friends and the great love for America, "his adopted country."

'Commandments' Bows On Broadway Tonight

Cecil B. DeMille's production of "The Ten Commandments" will have an invitational opening at the Criterion Theatre on Broadway tonight.

DeMille and seven of the stars from the picture, Charlton Heston, Yul Brynner, Anne Baxter, Edward G. Robinson, Yvonne DeCarlo, Martha Scott and Olive Deering, will head the list of notables attending the opening.

Paul Kelly Dies

HOLLYWOOD, Nov. 7. — Paul Kelly, stage and screen actor, died of a heart attack yesterday at his home in Beverly Hills. He was 57. Since his stage debut at the age of 8, Kelly appeared in many plays and over 400 films. He is survived by his wife, Mardell, and a daughter, Mimi Kelly.

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ELIA KAZAN'S

PRODUCTION OF

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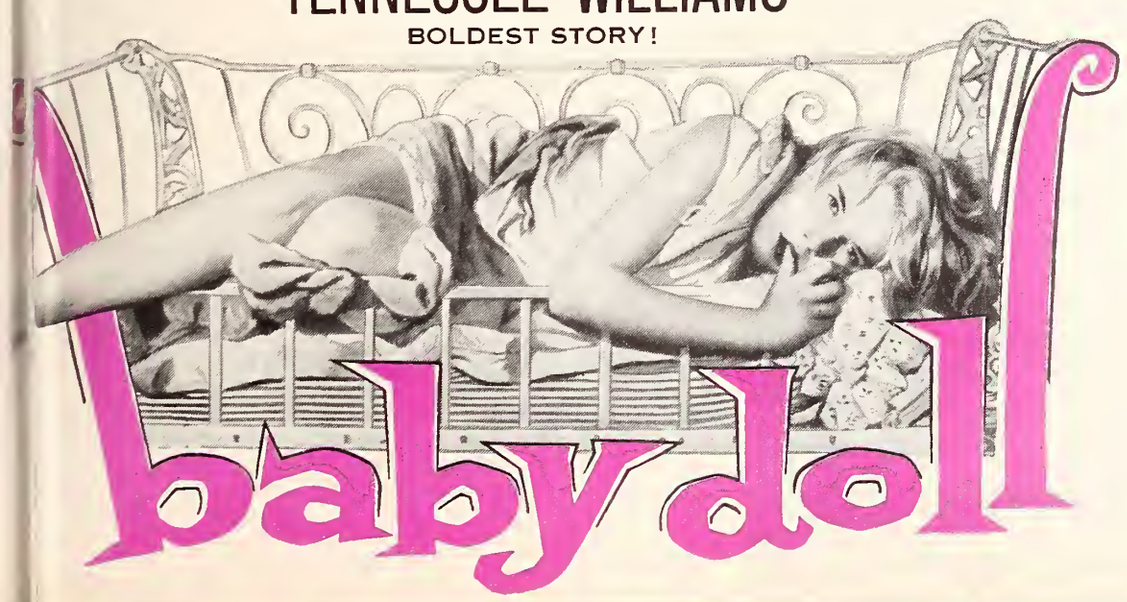


Taxes, Trusts, Labor on Gov't Docket

(*Continued from page* 1)

House means that two special House Ways and Means Subcommittees will be reconstituted next year, and will push their work. One of these is headed by Rep. Forand (D., R.I.) and is studying proposals to change excise tax rates and administration; it starts hearings Nov. 26. The other is headed by Rep. Mills (D., Ark.) and is studying technical tax problems; it starts hearings Monday.

Tax Easement Seen Unlikely

All signs are that the Administration will oppose next year any major across-the-board tax relief, and this in a way increases the chances of action to give special relief to small business, to lower excise rates for some industries, and to overhaul technical provisions.

The Administration is expected to continue to push for Congressional approval of legislation requiring large firms to give the government advance notice of merger plans, and chances for Congressional action are good. The bill passed the House this past year, and House Judiciary Committee chairman Celler (D., N.Y.) will certainly again press for action next year. The bill was blocked in the Senate when time ran out this past year. More time will be available now.

Another Administration proposal certain to be revived is that for extending coverage of the minimum wage law to large theatres and interstate chains. Republicans and Southern Democrats in Congress can be expected to drag their heels, but the proposal will probably represent a more serious possibility in the coming Congress than in the one now going out of office. That's because prime interest in the past Congress was put on boosting the minimum wage; with that out of the way, labor groups will put more stress on expanded coverage.

Personnel Believed Staying

No immediate changes are looked for in personnel or policies of executive branch agencies affecting the industry: the Anti-Trust Division of the Justice Department; Small Business Administration; Federal Communications Commission; Treasury and Commerce Departments; and U.S. Information Agency.

House Judiciary Committee chairman Celler (D., N.Y.) and Senate Commerce Committee chairman Magnuson (D., Wash.) are expected to have their committees continue watching the television industry. Celler is winding up the current phase of his subcommittee's study of "monopoly problems in television." Magnuson has not completed his committee's study of tv.

One new committee chairman in the television field will be Rep. Oren Harris (D., Ark.), who'll take over the House Commerce Committee, which has jurisdiction over broadcasting legislation. Harris replaces as chairman of the committee the late Rep. Priest of Tennessee.

Chairman of committees of interest to the industry otherwise remain unchanged: House Ways and Means, Cooper of Tennessee; House Labor, Barden of North Carolina; House Small Business, Patman of Texas; Senate Finance, Byrd of Virginia; Senate Judiciary, Eastland of Mississippi; Senate Labor, Hill of Alabama, Senate Small Business, Sparkman of Alabama.

Lausche Vote in Doubt

There was an outside chance still last night that the Senate might go Republican—if the Republicans win an undecided seat in Kentucky and if Democratic senator-elect Lausche of Ohio decided to vote with the Republicans, as he has suggested he might.

That wouldn't have much effect on many of the policies in the Senate, since control would be so close. But it would change the committee chairmen. Senator Martin of Pennsylvania, a long-time friend of the industry, would probably take over as Finance Committee chairman. Senator Langer of North Dakota, a firm supporter of strong anti-trust laws, would head the Judiciary Committee.

Perhaps the most significant change would be in the Senate Commerce Committee, which would be headed by Sen. Bricker of Ohio. He's been a leading advocate of tougher federal regulation of tv networks.

Distribution Receipts

(*Continued from page* 1)

tion had $9,237,000 of receipts and that 15 companies providing services for film distributors had receipts of $694,000. No comparable 1948 figures are available for these groups.

In the state of Washington, 21 film distributors, including both those selling films to theatres and to television, had 1954 receipts of $7,459,000.

In Connecticut, distribution reported a drop. In 1954, 11 companies distributing films to theatres and other non-tv uses had receipts of $5,367,000. Six years before, 14 theatre film exchanges in New Haven reported receipts of $5,994,000.

In New Jersey, five firms producing films for uses other than television reported 1954 receipts of $1,006,000. No 1948 figure is available.

Ziv and AIP to Share American Nat'l Studios

HOLLYWOOD, Nov. 7—American-International Pictures president James H. Nicholson, and Ziv Television executive Robert Yamin today jointly announced that their companies will share the production facilities of American National Studios, which have been devoted principally to Ziv producing activities heretofore.

Rank Accou

(*Continued from page* 1)

closely follows Rank's statemen he would set up his own dor distribution company. Harry N joint managing director of the seas branch of the Rank organiz was reported as saying that ap mately 30 pictures will be offer U.S. theatre owners, with the bility that additional product, by British independents, would be distributed by Rank.

Meanwhile, in London, Ran nounced an offer to acquire the third ordinary shares held by h outside his organization in Britis Dominions film corporations th which most of the JARO produ are financed. The Rank offer vides for each of four ord shares of 12 shillings each in Dominions, five ordinary sh five shillings each in Rank zation would be given.

Rank Announces Resignation Of Krim As Board Member

LONDON, Nov. 7.—Arth Krim, president of United Corp., has resigned his direct in three subsidiaries of the J. Rank Organization, it was anno here by J. Arthur Rank.

Krim resigned directorships i Rank Organization, Odeon Ass Theatres and Odeon Properties Rank said, adding that three distinguished in various fields, be shortly joining his board. I not name the men.

In New York meanwhile, told of the Rank announcemen that when United Artists so holdings in Odeon Theatres i to Rank, he then submitted his nation as a director and sinc has not participated in any ac or meetings of that company.

Robert S. Benjamin, UA chairman, is president of J. Rank Organization, Inc. Be and UA vice-president and counsel Seymour Peyser are board of directors of this co

Republic Signs with For Backroom in Bo

BOSTON, Nov. 7.—Republi tures' backroom film handlin has been taken over by Nation Service, Inc., it was announced by James P. Clark, president carrier organization.

Clark said the change took last week.

Showing 'Joan' Tra

The screen test which w title role of "Saint Joan" fo Seberg in a recent talent h Otto Preminger, who will prod picture for United Artists relea be shown tonight at the O Theatre in Marshalltown, Ia., of a homecoming celebration 17-year-old winner. Tonight's ing will launch a program of dates for the screen test according to UA.

t NTA Net at $441,877

(*Continued from page* 1)

NTA's net income amounted 377, or 68 cents per share, ared with a deficit in the pre- al year.

12 months ended on July 5, exhibition contracts writ- negated a record $5,793,975, t $2,386,915 reported in the al year. Film rentals totaled 27 as compared to the 1955 f $1,417,515.

eferred Income Rises

eferred income rose from on July 31, 1955, to $1,- on July 31 1956, an advance er cent, Landau said.

new film product, acquired 1956 and which made sub- ontributions to NTA's earn- future prospects, included n pictures of 20th Century- major portion of Paramount pre-1948 short subject 10 features from David O. and two half-hour series, "The Sheriff of Cochise" and the "Lilli Palmer Theatre."

Referring to the newly-formed NTA Film Network, Landau stated, "this network, the nation's fourth, has introduced a long needed element of competitive programming in many of the country's television markets. Television stations will have a new source of network programming; the viewing public will have a greater selection of programming and national advertisers will gain an additional central market-place to obtain nationwide coverage."

Working Capital Up Sharply

On July 31, 1956, working capital was $2,837,055, as compared with $1,629,856 at the close of the prior fiscal year.

Stockholders' equity amounted to $1,730,535 at the end of fiscal 1956, having advanced 34 per cent over stockholders' equity of $1,288,658 12 months earlier.

ne Hutner

ntinued from page 1)

Monday, will have headquar- ew York. No one has been o succeed him at Goldwyn ns. Previously, he was pub- ector for eight years at 20th Fox.

ger, in announcing Hutner's ent, declared it has been his make the Warner Bros. ad- publicity operations "func- a public relations agency n account executive coordi- activities from start to fin- creation of this position is rward in the company's op- nd will increase promotional o independent producers, he

will coordinate the activi- independent producers as- him, through the home of- io and field staff, Taplinger will work on film properties time of their acquisition by any and until they are put se, and assist producers in tising and publicity neces- as said.

hile, in Hollywood, Milt o recently resigned as Re- ctures publicity director, has ointed by the Warner Broth- o publicity department to exploitation section under Hendricks. Watt will as- new post immediately.

Coast Meeting

ntinued from page 1)

of Motion Picture Produc- v afternoon to renew discus- a possible basis for addi- ment to talent employed on films sold to television.

ions have been held in for several weeks following ve conversations in New here.

TOA Will Seek

(*Continued from page* 1)

the economic health of a community."

TOA seeks to broaden the rules so that an exhibitor could apply for an SBA loan for mortgage purposes as well, Harling said. "We also hope to do something about the fact that under the present SBA ruling, a person desiring a loan must apply to banks or other money lending sources and have negative answers in writing before being eligible for an SBA loan," he said. This phase of eligibility is "a thing of resentment on our behalf," he added.

Harling said that TOA will seek to educate the SBA to the needs of exhibitors and if "we can't secure any assistance from the agency, then we will seek legislative assistance."

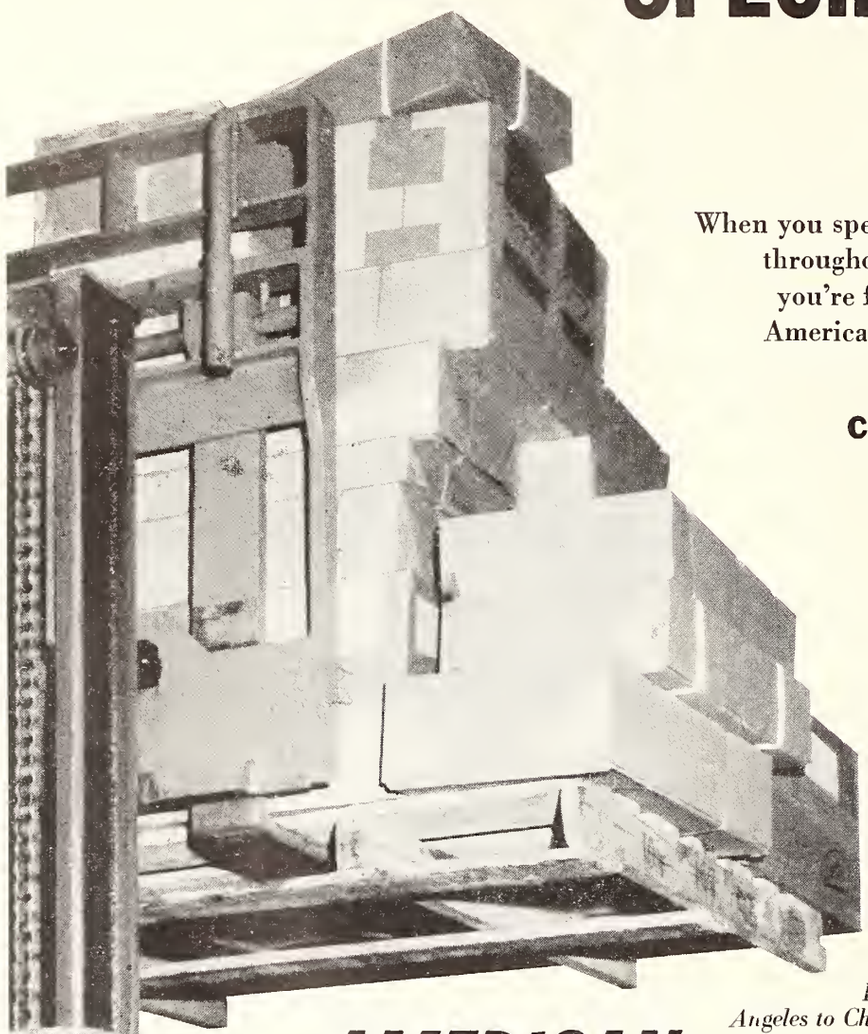
Election Matinee

(*Continued from page* 1)

tendance which they described as better than a weekend mid-day and in some cases more than double the usual weekday afternoon. But at night even the theatres that have been turning away ticket seekers played to some empty seats. There was no question among the managers that the extensive television coverage of the presidential elections and the vast interest of the public in the outcome kept people at home Tuesday night.

The trend toward reliance on the television screen as an important source of communication was also reflected in the size of the Times Square crowds Tuesday night. A comparative handful turned out to follow the balloting electric signs and beacons. In 1936, it was estimated that a million people jammed the area during the election count between Franklin Delano Roosevelt and Alf Landon.

HERE'S WHY SO MANY FILM DISTRIBUTORS SPECIFY AMERICAN AIRFREIGHT



When you specify American Airfreight to leading cities throughout the United States, Mexico and Canada, you're following the lead of experienced shippers. American means more dependable service because American leads all other airlines in:

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AIRFREIGHT COSTS LESS THAN YOU THINK!

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Concise and to the Point

80, NO. 91 NEW YORK, U.S.A., FRIDAY, NOVEMBER 9, 1956 TEN CENTS

'Oscar' Scheme

ull COMPO ; Director of weepstakes'

AA Committee to Meet ay on Developing Plan

e Council of Motion Picture Or- ations is being considered by cer- nembers of the Advertising and ity Directors Committee of the n Picture Association of Amer- s the industry agency which l conduct the "Oscar Sweep- ." The MPAA proposes to n this plan early next year in nction with the Academy ls, it was learned yesterday. e merchandising and promotion ommittee of the advertising and ity committee will hold a eon meeting at the Harvard here today to further develop

(Continued on page 18)

o I.T.O. in 3-Day eting Next Week

Special to THE DAILY

LUMBUS, O., Nov. 8.—The of directors of the I.T.O. of will open three days of exhibitors ngs at the Deshler-Hilton Hotel on Monday. The organization's l convention will follow on lay and Wednesday.

testimonial dinner to Martin , president from 1921 to 1923 rom 1925 to 1932, will be given lay night. Abram Myers, Allied

(Continued on page 13)

ntrol' Blocks Plan for eign Distribution

ns for the organization of a ma- ational distribution company in J.S. for foreign films are pro- ng steadily, but have temporarily ed over the question of control, ding to I. E. Lopert, president opert Film Distributing Corp. rt disclosed some of the details e year-old project at a press rence yesterday, where he also nced cancellation of his plans to

(Continued on page 18)

Par. Earnings $1,742,000

Paramount Pictures Co. has reported estimated consolidated net earnings for the third quarter of 1956 at $1,742,000. This represents 87c per share, including 4c per share non-recurring profit on sale of films, etc. These earnings compare to $2,515,000 or $1.15 per share reported in 1955.

For the nine months of 1956, consolidated net earnings are estimated at $6,743,000, which represents $3.37 per share, based upon 1,999,816 shares outstanding at Sept. 29, 1956, including $1.38 per share non-recurring profit on the sale of film, etc. Comparative earnings for the same period in 1955 were estimated at $7,680,000 or $3.51 per

(Continued on page 13)

Credit Card Reaction Survey Completed

The Motion Picture Association of America's sub - committee charged with launching the credit card plan in Indianapolis-Marion County theatres met here yesterday with representatives of the survey company which conducted a poll in that area to determine the public's reaction to the plan.

The committee was told by the survey organization, it was reported, that the study had been completed and the compilation of final results is underway.

'More Product Coming'

Fox Ups Production; To Release 55 in '57

Skouras Says Company's Net Earnings For '56 Will Equal Those of Last Year

By LESTER DINOFF

In response to "exhibitor requests for more top product," 20th Century-Fox president Spyros P. Skouras yesterday announced a 1957 production program calling for a schedule of between 50 and 54 pictures in a 12-month period starting next April and a 20th-Fox distribution schedule for 1957 of at least 55 pictures commencing this January.

Speaking at a trade press conference, Skouras also stated that 20th-Fox world-wide net earnings in 1956 should be the same as the 1955 high of $6,025,039. He said that the company this year "is ahead in the foreign market, but behind in the domestic market. Sales to television and income from 10 oil wells will help us equal last year's figures."

The 20th-Fox president, in announcing his company's extensive

(Continued on page 13)

COMPO Formally Asks To Attend Tax Hearings

From THE DAILY Bureau

WASHINGTON, Nov. 8. — The Council of Motion Picture Organizations' special counsel Robert W. Coyne has formally asked the Forand Committee of the House Ways and Means Committee for permission for COMPO witnesses to testify at the forthcoming excise tax hearings.

The Forand Committee will start hearings on Nov. 26 here. Coyne said that a meeting of the COMPO tax committee will shortly be set up in New York to prepare a brief for filing or to select industry representatives to testify. No other motion picture industry groups have asked the committee to be heard.

CinemaScope Equipment At 'Saturation Point'

CinemaScope installations in theatres throughout the world are "at saturation point," it was stated yesterday by Spyros P. Skouras, president of 20th Century-Fox.

Skouras said that CinemaScope is currently installed in over 17,561 theatres in the U. S. and Canada and in over 21,972 theatres in the foreign market.

'Ten Commandments' Bow Attracts Big Crowds Here

Cecil B. DeMille's production of "The Ten Commandments" opened here last night at the Criterion Theatre before an invited audience which included the producer himself. Clergymen, educators, business leaders, government officials and top stars from the show business world were among those present. The affair attracted thousands of onlookers who crowded police lines to cheer and applaud the arrivals.

Seven stars of the picture were present, including Charlton Heston, who plays the leading role of Moses in the film; Yul Brynner, Anne Baxter, Edward G. Robinson, Yvonne DeCarlo, Martha Scott and Olive Deering.

The premiere activities were given television and radio coverage on Dave Garroway's "Today," and the "Tex and Jinx" show.

The entertainment world was represented by such as William Boyd, Katharine Cornell, Tony Curtis, Janet Leigh, Marlene Dietrich, John Forsythe, Arlene Francis, William Holden, Celeste Holm, Bob Hope, Dorothy Kilgallen, Bert Lahr, Ed Sullivan, Sophie Tucker and John Wayne.

Headed by Barney Balaban, presi-

(Continued on page 4)

Not Economical To Merge Studio Facilities: Skouras

"Unsound economics" is the reason why 20th Century-Fox and Warner Brothers will not merge their studio facilities in California, Spyros P. Skouras, 20th-Fox president, said here yesterday.

Skouras said the savings "wouldn't equal the investment in new construction and moving."

PERSONAL MENTION

ALFRED E. DAFF, executive vice-president of Universal Pictures, returned to Hollywood yesterday from New York.

•

LACY W. KASTNER, president of Columbia International, will return to New York from London today via B.O.A.C.

•

WILLIAM C. GEHRING, vice-president of 20th Century-Fox, is in Chicago from New York.

•

WILLIAM C. DOZIER, RKO Radio vice-president in charge of production, will return to New York today following a three-week tour of the Far East.

•

LEO JAFFE, Columbia Pictures vice-president, returned to New York yesterday from Hollywood.

•

DR. GOFFREDO LOMBARDO, president of Titanus Films of Rome; FRANCO DE SIMONE, general manager, and R. G. EDWARDS, public relations director, will return to Italy today from New York.

•

DAVID GOLDING, vice-president of Hecht-Lancaster in charge of advertising-publicity, will return to the Coast today after 10 days in New York.

•

MARCELLO GIROSI, Italian producer, will arrive in New York from Italy today aboard the "Cristoforo Colombo."

•

DR. RENZO RUFINI, president of I.F.E., will leave New York today for Rome.

•

CAROL NANCY LEE has announced her engagement to STANLEY FELLERMAN, son of MAX FELLERMAN, vice-president and general manager of Lopert Films.

•

LENORE COFFEE, writer, will leave here today for London via B.O.A.C.

•

RALPH DONNELLY, manager of the Playhouse Theatre, Bellmore, L. I., and the Sam Baker Theatre, Rockville Center, is the father of a boy born this week to MRS. DONNELLY at Mercy Hospital, Rockville Center.

No Paper Monday

The MOTION PICTURE DAILY will not be published Monday in observance of Veterans' Day.

Shor Sees 25% Cinn. Theatres on Way Out

Special to THE DAILY

CINCINNATI, Ohio, Nov. 8.—Theatre owner, Ruben Shor, predicted in an interview by the "Times-Star" here that 25 per cent of Greater Cincinnati's movie industry faced slow death within six years.

Shor, president of the Allied States Association, said the toll will be among small city and suburban theatres. The assassins, he said, are high operating costs, high film rentals, television competition and delays in supplying an adequate number of films.

Sees Distributor Protected

"It's a case of bigness of business with the Government protecting the large distributor and not the small theatre operator," Shor said.

"We're living in a fast era but the film industry has slowed down."

"Less and less pictures are being produced" Shor says. "What we need is to produce more family-type films.

"Many theatres are operating on the verge of closing and without refreshment concessions like popcorn they'd be out of business today instead of five or six years from now."

Says It's Not Yet Too Late

The Cincinnati exhibitor says it isn't too late for the local film in-industry to pull out of the hole and he said drive-ins aren't being hurt too much—so far.

"But the smaller theatres are being crushed," he said. The Greater Cincinnati area has about 75 theatres.

Salesmen's Colosseum Will Meet Tomorrow

ST. LOUIS, Nov. 8.—The Colosseum of Motion Picture Salesmen will hold its annual meeting at the Kingsway Hotel here this weekend with H. Wayne Bateman of Los Angeles, president, in the chair.

Business sessions are scheduled to begin at noon Saturday and adjournment is scheduled for noon Sunday. The main social event will be a banquet Saturday night at which Tom Edwards of Eldon, Mo., will be toastmaster. He is a former president of the Missouri-Illinois Theatre Owners Association. An election of offieers will be held on Saturday.

NFS Head to Describe Centralizing Project

James P. Clark, president of National Film Service, will give an account of a "centralized, joint film-handling project" his company has undertaken at a press luncheon to be held at Toots Shor's Restaurant here next Tuesday.

Michigan Receipts Off, Louisiana Up in Census

From THE DAILY Bureau

WASHINGTON, Nov. 8.—Receipts of film distributors in Michigan dropped slightly, while those of Louisiana distributors rose sharply between 1948 and 1954, the latest Census Bureau figures show.

In 1954, according to a report on Michigan, 17 exchanges distributing films for theatre and other non-tv uses had receipts of $13,664,000. In 1948 16 Detroit exchanges reported receipts of $13,921,000.

Seventeen Louisiana exchanges reported $11,144,000 of receipts in 1954, the same number of exchanges reported only $7,235,000 of receipts in 1948.

Former Report Revised

The Michigan report revised downward slightly an earlier report of 1954 theatre receipts. The new report showed 601 theatres with $55,199,000 of receipts, including 514 conventional theatres with $48,051,000 of receipts and 87 drive-ins with $7,054,000 of receipts. An earlier May report gave the same figures for drive-ins, but showed 519 conventional theatres with $49,129,000 of receipts. The 1948 figures were 663 theatres with $66,109,000 receipts, including 628 conventional theatres with $64,178,000 of receipts and 28 drive-ins with $1,909,000 of receipts.

The figures in the Louisiana report on 1954 theatre business were the same as preliminary figures issued in May.

Another report showed 22 conventional theatres in Alaska in 1954, with $1,975,000 of receipts. No 1948 figures are available.

Census Shows Receipts In Downtown S.F. Up

WASHINGTON, Nov. 8 — Downtown San Francisco theatres showed a sharp decrease in receipts between 1948 and 1954, but business in other theatres in the San Francisco-Oakland area fell off, the Census Bureau reported.

It said 23 downtown theatres had receipts of $8,696,000 in 1954, up 21.2 per cent over the $7,177,000 reporetd by 24 theatres six years earlier. In the entire city including the downtown theatres, business was up 4.5 per cent, with 72 theatres reporting $14,675,000 of receipts compared with $14,037,000 reported by 77 theatres earlier. For the entire San Francisco-Oakland metropolitan area reeeipts were down 2.3 per cent, with 208 theatres reporting $31,757,000 of receipts in 1954 compared with $32,488,000 of receipts reported by 225 theatres in 1948.

. . of Drive-in

Circuit Buys First Drive-Ins

S. P. Gorrel and Leonard Mis kind, heads of General Theatres C cuit, Cleveland, have extended th theatre interests with the acquisiti of two drive-ins from Tom Man and W. E. Gross—namely the Skyw Drive-in at Malverne and the Au Drive-In, at Canton. These are t first outdoor theatres acquired by t circuit, which owns and operates se en conventional theatres.

⊙

Change in Twin Theatre

The King Center Twin Drive-Theatre, Houston, Tex., owned by J. ferson Amusement Co., is now oper ing as two distinct theatres, with different double bill being shown East Side and West Side. John Pr. remains as manager.

⊙

Approve R. I. Theatre

Construction of a drive-in theatre Tiverton, R. I., is due to start in t near future, following the granting a permit by the Town Council. T theatre will accommodate 600 c Provisions include that the mana ment provide adequate police prot tion to direct traffic at the theatre, a a license fee of $75 was included the motion to approve the theatre.

⊙

Patron Wins Packard

A happy Lake Drive-In, Wat bury, Conn., patron is driving a n Packard as result of an essay cont staged throughout the past season Bob Schwartz. He had represen tives of the Waterbury Chamber Commerce, Safety Council and Jun Chamber of Commerce, serving judges. Essays were submitted on topic, "Why I Want a Packard." Tu day night of each week was desig ed as Packard Night, with drivers Packards admitted free.

Streibert Leaving USI

WASHINGTON, Nov. 8 — Cit "family responsibilities" as his reas Theodore C. Steibert has resigned director of the U. S. Informat Agency.

NEW YORK THEATRE

RADIO CITY MUSIC HALL—
Rockefeller Center
GARY COOPER
in
"FRIENDLY PERSUASION"
Color by De Luxe
An Allied Artists Picture
and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. S Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. We Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams nup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, days and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." M Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture He Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a par Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York N. Y. under the ac March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

N. Y. Hails 'Ten Commandments'

CECIL B. DeMILLE'S masterpiece about the life of Moses, "The Ten Commandments," arrived on Broadway last night, marking one of the most tumultuous film openings in years. As automobiles bringing DeMille and hundreds of other notables discharged their passengers in front of the newly-redecorated Criterion Theatre, waiting throngs applauded and cheered. The excitement attained frenzied heights as Charlton Heston, Anne Baxter, Yul Brynner, Yvonne DeCarlo, Edward G. Robinson, Martha Scott and other stars of "The Ten Commandments" each arrived at the theatre. Others from the entertainment world, business leaders, government officials, eminent clergymen and educators completed the first-night audience which responded to the picture and DeMille's presence with deafening applause. Photo at right shows the scene in front of the theatre before the start of the picture.

il B. DeMille, producer of "The Ten Commandments," and his daughter, . Cecilia Harper, face the newsreel cameraman in the theatre lobby upon r arrival for the exciting opening of the film.

Barney Balaban, president of Paramount Pictures Corp., and Mrs. Balaban seen as they arrived for the celebrity-studded opening of the DeMille masterpiece.

op Frederick B. Newell of the Methodist Church among the many notable clergymen who at- led the opening. Mrs. Newell is seen with her band.

Charlton Heston (left), who stars as Moses in the DeMille production, assists Mrs. Heston (Lydia Clarke) as they greet another star of "The Ten Commandments," Yvonne DeCarlo, and her husband, Bob Morgan.

(Advt.)

TENT TALK

Variety Club News

ALBANY—A new crew and a new set of officers, headed by Al Kellert, local advertising agency head, as chief barker, have been elected by the Albany Variety Club. Named to serve with Kellert were Norman Weitman, Universal manager, first assistant chief barker; Irwin Ullman, area supervisor of Fabian drive-ins, second assistant chief barker; Aaron Winig (reelected), property master; Max Zuckerman, dough guy. Additional members of the crew are: attorney Lewis A. Sumberg, Dr. A. I. Milstein, Jack Hamilton (Berlo Vending Co. manager), Eugene Teper, Simon Backer and Arthur Green.

△

WASHINGTON—Marvin Goldman, partner in the K-B circuit here, was elected the new chief barker of Variety Club, Tent No. 11, Washington. Other officers elected were Hirsh de La Viez, first assistant; Clark Davis, second assistant; George Nathan, property master, and Sam Galanty, dough guy. All the officers will be on the new board of directors along with Frank Boucher, Nathan Golden, Harold Saltz, Herbert Gillis, George Crouch and Jack Foxe.

△

CHARLOTTE—Charlie Trexler of Stewart-Everett Theatres here is the new chief barker of Charlotte Variety Club Tent 24. He succeeds J. Francis White. Others elected were Ray Hervin, first assistant chief barker; J. E. Holston, second assistant chief barker; Bob Simril, property master, and John Vickers, senior doughguy.

△

DETROIT—Annual election of the Crew for Detroit Tent Five will take place in the Variety Club Rooms, Tuller Hotel, next Monday night. A financial report and humanitarian accomplishments for the past year will be given by the present board of directors and officers. While nominations for the 1956-7 slate may be made from the floor, president Ben Rosen has appointed a nominating committee.

△

MILWAUKEE—The Variety Club of Wisconsin, Tent No. 14, will hold a luncheon and election of new officers on Monday. The luncheon will be held in the English Room in the Schroeder Hotel here. Just recently Tent No. 14 held a very successful membership meeting at the Schroeder.

△

HOUSTON—Variety Club Tent No. 34 has reelected Paul M. Boesch as chief barker. M. M. Lewis was named first assistant chief barker and Mike Conti second assistant. Others elected include Morris Rosenthal as doughguy, Augie Schwitt as property master and to serve as canvasmen, along with these officers, Les Hunt, Lester Kamen, Dick Gottlieb, Jack Groves, George Carpenter and Fred Nahas.

'Ten Commandments' Opens

(*Continued from page* 1)

dent, the Paramount Pictures contingent included Charles Boasberg, Sidney Deneau, Russell Holman, Arthur Israel, Lou Novins, Hugh Owen, Louis Phillips, Jerry Pickman, Paul Raibourn, James H. Richardson and George Weltner.

Many other top film industry executives attended, including Jack Cohn, Robert W. Coyne, Leopold Friedman, Leonard Goldenson, Herbert Kalmus, Arthur B. Krim, Milton Rackmil, Spyros P. Skouras and Richard F. Walsh.

Starting today "The Ten Commandments" begins an engagement for the general public at the Criterion on a reserved seat, and two-programs-a-day basis.

The theatre was completely redecorated for the engagement.

SAG Answers Donovan In TV Film Dispute

HOLLYWOOD, Nov. 8—In unique reaction to a publicity release issued by television film producer Henry B. Donovan, whom it has sued for re-run payments assertedly due actors who appeared in "Cowboy G-Men" telefilm series, John L. Dales, executive director of the Screen Actors Guild has issued the following statement:

"SAG gladly accepts the Donovan challenge that he be the guinea pig in testing the validity of the guild's television film contract, which he signed and which calls for re-run payments to actors for re-showings of television pictures. At the time Donovan signed the contract with SAG he raised no objection to the residual payment clause, which is standard throughout the industry."

Donovan, head of Telemont Pictures, Inc., had declared to the press this week that he intended to take legal steps to prove the SAG television film contract is illegal and void.

Screen Actors Guild Meets on Coast Today

HOLLYWOOD, Nov. 8 — The annual meeting of the Screen Actors Guild will be held tomorrow night at the Academy Awards Theatre, with vice-president Leon Ames presiding in the absence of president Walter Pidgeon. Overseas production by American companies, sale of theatrical features to television, and intra-guild relationships are topics included on the agenda.

Kurt Neumann Signed

HOLLYWOOD, Nov. 8 — Kurt Neumann has been signed by E. J. Baumgarten, president of Regal Films, to produce and direct "War of the Universe," science-fiction story by Irving Block, who with Jack Ragin and Louis DeWitt will do the special effects. Twentieth Century-Fox will release.

Appoint Tanney

J. A. Tanney, president of S.O.S. Cinema Supply Corp., has been elected chairman of the Motion Picture Industry Credit Corp, the organization of equipment, service and financial interests in large Eastern cities. Kern Moyse of Peerless Film Laboratories was elected vice-chairman.

Print-Quality Stressed In MPRC Experiments

HOLLYWOOD, Nov. 8—The Motion Picture Research Council's continuing research and experimentation in the interest of improving print-life and picture-quality have extended to all studio and laboratory projection rooms, so that light measurements useful in studying light potentials can be made on a wide front, with aggregate results made available for council study.

The council's regular monthly report to member companies of the Association of Motion Picture Producers listed this among the six activities presently in progress, the other five being chiefly studio matters, it was pointed out.

Anti-Trust Suit Filed For Portchester Theatre

A $300,000 triple-damage suit was filed yesterday in New York District Court by Westchester Playhouse, Inc., against Paramount Pictures, United Artists, and Prefect Theatres, Inc., charging anti-trust violations.

The plaintiff alleged on behalf of the Embassy Theatre, Portchester, that the defendants conspired to favor Prefect's Greenwich Theatre, a direct competitor of the Embassy, by refusing to allow the plaintiff to compete against Prefect for purchase of the defending distributors' pictures.

Glass and Seltzer Join In New Publicity Firm

HOLLYWOOD, Nov. 8 — George Glass and Walter Seltzer, independent producers and former public relations executives, will establish publicity headquarters in Beverly Hills to service selected clients, according to a joint announcement. Glass's next independent production is "Comedian," and Seltzer's current release, produced with his brother Frank, is "Boss."

Seek Japanese Star

BURBANK, Calif., Nov. 8.—Solly Baiano, Warner Bros. talent executive, this weekend begins a nationwide search for "an attractive and talented Japanese girl" to play the leading feminine role of Hana-Ogi, in "Sayonara," which William Goetz will produce for Warners in Japan this winter.

PEOPLE

Ernest G. Stellings, president Theatre Owners of America and hea of Stewart & Everett Theatres, w guest of honor at a dinner given the Variety Club of Charlotte. Amo the speakers were **H. F. Kincey,** Wilby-Kincey; **Roy L. Smart,** North Carolina Theatres; **J. E. Ho ston,** manager of the local 20th Ce tury-Fox exchange, and **Charles Tre ler,** vice-president of Stewart-Everet

□

George H. Wilkinson, Jr., preside of MPTO of Connecticut and oper tor of the Wilkinson Theatre, Wa lingford, has been elected preside of the Wallingford Savings and Loa Association. He has been serving as director.

□

Edwin H. Knopf, who has resigne his MGM producership to enter i dependent production, has announce "The Black Virgin of Golden Mou tain" as his first undertaking.

□

G. C. Whitaker, president of Gra lex, Inc., has been elected a memb of the board of directors of Gener Precision Equipment Corp.

□

Herman Cohen, former Detroit who now is producing and translatin Wyatt Earp from television to th atrical motion pictures, was guest honor at a press luncheon held b United Artists in Detroit at the Sher ton Cadillac Hotel.

□

Philip A. Waxman, producer "The Cunning and the Haunted filmed on location in Savannah, Ga has been presented a "Special Mer Award" by **Mayor W. L. Mingledor Jr.,** of that city, for "contribution establishing the highest goodwill be tween the citizens of Savannah an the motion picture industry."

□

Leonard Hein, a member of th film editorial staff of Pathe Newsree since 1935, has been promoted to th post of supervising editor.

□

Edward Schellhorn, Paramount for eign publicity head, has been name chairman of the international pub licity committee of the Association o Motion Picture Producers.

□

Eve Coleman has been named b producer-director **Otto Preminger** a his New York representative for th consideration of literary properties fo production as motion pictures or stag shows.

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Ralph Stitt, formerly member o the Columbia Pictures publicity staff has joined Filmack Trailer Co. as a member of that organization's Chi cago publicity staff.

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Cecil B. DeMille's

PRODUCTION

The Ten Commandments

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Ralph Stitt, formerly member of the Columbia Pictures publicity staff, has joined Filmack Trailer Co. as a member of that organization's Chicago publicity staff.

THE foundation of freedom's triumph over the forces of darkness is found in the words that came flaming from Mount Sinai—the Ten Commandments.

It has required more than two years of production to re-enact on film the events that brought about the giving of the tablets bearing the Ten Commandments.

These events are both timely—and timeless.

They are timeless as God's word to Moses heard as the last speech in our film and found on America's famed Liberty Bell: "Proclaim liberty throughout all the land, unto all the inhabitants thereof."

They are so timely that I regard "THE TEN COMMANDMENTS" as the most modern motion picture I have ever made.

Cecil B. DeMille

Anne Baxter as Princess Nefretiri

Edward G. Robinson as Dathan

Yvonne DeCarlo as Sephora, daughter of Jethro

Debra Paget as Lilia, the house slave

Filming of Cecil B. DeMille's production of "THE TEN COMMANDMENTS." Scene shows the re-enactment of the Exodus before the gates of Per-Rameses.

John Derek as Joshua

Sir Cedric Hardwicke as the Pharaoh Sethi

Nina Foch as the Pharaoh's Daughter

Martha Scott as the Mother of Moses

Judith Anderson as Memnet

Vincent Price as Baka, the Masterbuilder

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Beginning immediately its worldwide exhibition at two-a-day engagements.

MOSES—soldier, leader, law-giver...

NOVEMBER

ew York City—Criterion

s Angeles—Stanley-Warner
Beverly Hills

oston—Astor

ashington—Keith's

iladelphia—Randolph

ronto—University

icago—McVickers

troit—Madison

eveland—Ohio

DECEMBER

ami—Olympia

ami Beach—Beach

ntreal—Capitol

ncinnati—Grand

ltimore—New

ffalo—Century

Yul Brynner as Pharaoh Rameses II

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Beginning immediately its worldwide exhibition at two-a-day engagements..

MOSES—soldier, leader, law-giver...

IN NOVEMBER

New York City—Criterion
Los Angeles—Stanley-Warner
Beverly Hills
Boston—Astor
Washington—Keith's
Philadelphia—Randolph
Toronto—University
Chicago—McVickers
Detroit—Madison
Cleveland—Ohio

IN DECEMBER

Miami—Olympia
Miami Beach—Beach
Montreal—Capitol
Cincinnati—Grand
Baltimore—New
Buffalo—Century

Yul Brynner as Pharaoh Rameses II

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EVIEWS:

rontier Gambler

ssociated Film Releasing

This Sigmund Neufeld production, rected with crisp competency by m Newfield, opens with a promis-gly dramatic premise, dawdles along mid-point, and then races for the ndup in an atmosphere of tautness d near-surprise that would put many larger-budgeted release to shame.

Of course, the acting complement s done its job with professional in-ght, and Orville Hampton's screen-ay has seen to it that enough verbal elling is on the docket to whittle wn the anticipated gun-shootin' otage and the like.

The plot has to do with a woman—oleen Gray—who apparently owned uch of a town and created more than e usual animosity prior to her sud-n demise. Deputy John Bromfield les into town to investigate Miss ray's murder and finds less than a elcome from Kent Taylor, a gambler ho saved Miss Gray during an In-an massacre. At the same time, wnspeople display consistent reti-nce at mention of Miss Gray's career earth, and lawman Bromfield is rd put to ascertain vital facts in e case.

Just when matters appear at an im-sse, it's learned that Miss Gray is t only alive, but hiding out at the ach of Veda Ann Borg. From here, e audience doesn't have long to wait fore loose ends in this frontier melo-ama firm up. pointing accusing fin-rs at the aforementioned Tay-, who wants nothing better than to ish off what he admits was a bun-ed job of murdering Miss Gray.

nning time, 70 minutes. General ssification. For September release.

A. M. W.

lo Place to Hide

llied Artists

Science, young boys and exotic rroundings, accepted components entertaining melodrama, don't em to jell enough to project "No ace to Hide" into top-calibre pres-tation. There are too many loose ds, a rush of contrived circum-nces and too little briskness on e part of players who should know tter.

Produced and directed by Josef aftel, this Allied Artists attraction s a screenplay by the talented Nor-an Corwin, based on an original ory by Shaftel. It was photographed color by Deluxe.

David Brian, Marsha Hunt and ugh Corcoran are the top players; ian is seen as a scientist, Miss Hunt his wife, and young Corcoran as eir son. The trio arrive in the ilippines where scientist Brian can rsue top-secret germ warfare dies for the U. S. Army.

Through an unanticipated develop-ent, Corcoran and a young friend, e Jarlego, Jr., get their hands on ian's pellets, which can wipe out large metropolitan center if broken. om here—until the rather routine ending—there's a search for the youngsters, by police, parents and assorted representatives of a frightened populace.

Running time, 71 minutes. General classification. For July release.

A. M. W.

M. P. DAILY Picture

SPYROS P. SKOURAS yesterday morning in the 20th-Fox board room.

20th-Fox Boosts Production

(*Continued from page 1*)

production program for 1957, called it "a vote of confidence in the future of motion pictures." Skouras said the studio itself will produce up to 32 "A" pictures with the balance coming from independent producers, here and overseas.

25 from Lippert

"Beginning in January, 20th-Fox will distribute between 50 and 55 pictures and among them will be 25 small pictures produced by Robert Lippert. We are aware that many small town theatres need product and we intend to produce films suitable for all types of theatres. The pictures will be made on the basis of entertainment values and good business judgment."

Skouras declared that 20th-Fox intends to utilize its 50 per cent interest in the NTA Film Network in promotional avenues. He said the network will promote the latest 20th-Fox product extensively all over the country.

Skouras said the sale of his company's product to television "will be a major point in attracting the public to see new films. The public will see the great old films on television and will recapture the film going habit."

Most in CinemaScope

Skouras said that a vast majority of the 50 to 55 films planned by 20th-Fox for 1957 will be made in CinemaScope and color, black-and-white CinemaScope, and standard black-and-white. He said that the company "intends to engage any producer who desires to make important productions and will aid him financially and with studio space." He named a roster of independent producers who are or intend to make films for the company, including Darryl F. Zanuck, Jerry Wald, David O. Selznick, Richard Rodgers and Oscar Hammerstein II, Benedict Bogeaus, Andre Hakim, Robert L. Jacks, Robert Lippert and British producer Daniel Angel. He also mentioned the 20th-Fox studio producers, headed by Buddy Adler, executive head of production, who are working on properties.

Commenting on exhibition, Skouras said it is his opinion that "theatremen should spend more time in improving their theatres, modernizing them, selling the films through showmanship to the public. Their entry into production would not solve any of the problems." He said, in reply to a question concerning the exhibition plan advanced by Sam Pinanski that top product be booked in "growth areas" and play neighborhoods and downtown theatres day-and-date at the same price, that 20th-Fox currently is using this idea in booking product.

Commenting on subscription television, Skouras said his feelings about it are "still the same." He indicated, however, that he would provide some films to Matty Fox, who advanced a wired toll-tv plan recently "on a test basis."

Sign Lang to Direct 'Greatest Story Told'

Veteran director Walter Lang has been signed to direct 20th Century-Fox's production of "The Greatest Story Ever Told," it was announced here yesterday by 20th-Fox president Spyros P. Skouras.

Skouras said the company will shortly engage advisors representing all faiths, including the Greek Orthodox Church, to aid in preparation of the Fulton Oursler novel for the screen. He also said 20th-Fox will shortly launch a talent search to find a man for the role of Christ.

The executive said the film will be produced in CinemaScope 55 and initially released in that process on a roadshow basis to theatres equipped for it.

Lang directed such films as "Sitting Pretty," "State Fair," and "The King and I."

Ohio ITO Meet

(*Continued from page 1*)

States chairman and general counsel, will be toastmaster. Myers also will be a convention speaker on Tuesday, as will Ruben Shor, Allied States president.

A film clinic for subsequent run theatres will be conducted during the convention by Irving Dollinger of New Jersey, national Allied treasurer; a small town clinic will be conducted by E. L. Ornstein of Allied T.O. of Kentucky, and one for drive-ins will be conducted by Dr. Marvin Sandorf of the Twin Theatres of Indianapolis.

Para. Earnings

(*Continued from page 1*)

share on 2,188,911 shares then outstanding.

It was also reported yesterday that the board of directors of Paramount have voted a quarterly dividend of 50c per share on the common stock payable Dec. 24, 1956, to holders of record Dec. 7.

Wiener Replaces Sardou For Col. International

PARIS, Nov. 8.—President Lacy W. Kastner of Columbia Pictures International Corp., has announced that Jack Wiener had replaced Roger Sardou, who resigned as publicity manager for Continental Europe and the Middle East.

Wiener has held various industry positions in the United States, including four years in charge of exploitation for M-G-M in several southern states. An American of French origin, Wiener lived several years in France prior to World War II.

As to Sardou's resignation, Kastner said: "This departure, which we sincerely reget, was motivated solely by personal reasons. Roger Sardou wishes to devote himself in association with Felix Vitry of 'Societe Internationale de Publicite Artistique' (SIPA), to publicizing European films while in production."

DuMont Meet Changed

The first annual stockholders meeting of the DuMont Broadcasting Co. has been rescheduled from this fall to May 13, 1957, it has been announced by Bernard Goodwin, president of the company. A net loss of $637,186 after depreciation is anticipated for the first 39 weeks of 1956, Goodwin reported. The corporation is expected to operate on a small net profit in 1957, he said.

Fox Still Developing Eidophor TV Process

Twentieth Century-Fox is still developing its wide-screen television process, Eidophor, according to president Spyros P. Skouras, who yesterday said the company is working on tv projection in the same proportion as CinemaScope.

Motion Picture Daily Feature Review

Finger of Guilt

RKO Radio

PRODUCED AND DIRECTED by Alec C. Snowden, and released under the RKO banner, "Finger of Guilt" is the story of a film studio executive. This character, who seems to follow a pattern of encountering woman trouble wherever his travels take him, is played by Richard Basehart.

At the start of the story, which was scripted by Peter Howard, we find Basehart in England, married to Faith Brook, daughter of studio owner Roger Livesey. Basehart is fast moving into more authority as the days go by.

Along about here, we learn he's been getting letters from Mary Murphy, a girl he'd prefer to forget completely. His first wife, actress Constance Cummings, checks in from California, prepared to work in his next big assignment. Emotional matters, it seems, are beginning to snowball for the central character.

In a desperate move to salvage a fast-dissolving marriage, Basehart takes Miss Brook to meet Miss Murphy face to face. The occasion doesn't exactly kindle any more understanding on Miss Brook's part, and Basehart envisions complete collapse of long-hoped-for acquisition plans in regard to Livesey's far-flung entertainment empire.

By a sudden twist of fate, however, he's saved from anticipated doom. He overhears Mervyn Johns, formerly high in Livesey's thoughts, tossing caution to the wind by loudly arguing with Miss Murphy. He learns, belately, that Johns and Miss Murphy had been planning the campaign of mental attack, to permit an eventual return to power for Johns.

There's a happy ending, with Basehart and Miss Brook proclaiming perpetual love.

Running time, 71 minutes. General classification. For October release.

A. M. W.

The Magnificent Seven

Toho-Columbia

AKIRA KUROSAWA, the Japanese director whose artistry and solid craftsmanship were first revealed in this country in "Rashomon," has come forward with a fine action drama with a deeply human emphasis "The Magnificent Seven" in somber black and white, running 158 minutes, and while there are slow spots here and there, the fine, spirited acting, the interesting situations, the epic conception of the whole, makes this one of the finest pictures the Japanese have sent us so far. Columbia is releasing the film, a Toho production, in this country.

Sojiro Motoki has done a solid job as the producer, and the screenplay by Akira Kurosawa, Shinobu Hashimoto and Hideo Oguni is well-conceived. The photography and art direction of Asaichi Nakai and So Matsuyama are thoroughly professional and do much to catch the fifteenth century atmosphere of the drama. The actors come through with human, sincerely felt portrayals that bring the characters to throbbing life.

The story, laid in the fifteenth century, tells of how seven volunteer Samurai, Japan's professional warriors in that era, help some humble farmers to save their village from the ravages of bandits, who have taken advantage of the civil wars then raging to pillage, leaving death and destruction in their wake. The villagers are very poor; all they can offer the Samurai in return for their services are three meals a day. One by one the warriors are recruited: a middle-aged man, long retired from fighting service; a young boy, an aide, a good swordsman, a good natured sort, a quiet fellow, and the last, a blow-hard who later redeems himself in battle. Toshiro Mifune, who stood out in "Rashomon," plays the latter and makes of him a colorful, arresting fellow, fierce and intense.

The Samurai, once hired, gradually get accepted by the simple villagers as they all prepare for the inevitable bandit attack when the crops are ripe. Careful, ingenious preparations are made, and a series of richly human incidents, including a romance between a young Samurai and a village girl, gradually rise to a peak of emotional immediacy as the bandits swoop down—and are systematically annihilated by Samurai leader's clever battle strategy.

The villagers gain victory, but four of the heroes who saved th are laid to rest in the bleak cemetery, their swords standing upright the burial mounds.

Running time, 158 minutes. Adult classification. For November rele

LAWRENCE J. Qu

Daniel Boone, Trail Blazer

Republic

OBVIOUSLY INTENDED TO cash in on the television-created craze for bu skin heroes and friendly Injuns, this rather ambitious attraction has advantage of a sizable cast, including many with marquee-weight, a fast-stepping production and direction (credited to Albert C. Gannaw and Ismael Rodriguez). It also has folk singer Faron Young.

Young's costars this time out are Bruce Bennett and Lon Chan both seasoned performers. Bennett is the top player, as Daniel Boo who moves his family from North Carolina to the town of Boonesb ough, in the heart of the Kentucky Indian Territory. Renegade K Dibbs leads Shawnees in an attack, which kills Bennett's oldest s Bennett later is captured by Indian fighters, led by his blood broth Lon Chaney, who agrees to talk peace.

As matters turn out, however, the intrepid villain, Dibbs, ambusl Chaney's two sons, who were on a peace mission, and then proceeds convince the red men that Bennett's colleagues had done the duo The Tom Hubbard-Jack Patrick screenplay at this point provides a d light on the ever-darkening white man's horizon, in the person of c of Chaney's boys, badly hurt, who reaches the settlers, is cared f and anticipates a reckoning with the evil-minded Dibbs.

Another Indian attack finds the Chaney offspring killed. Through quick ruse, however, Bennett finally exposes Dibbs' deceit. Chan finally sees the true nature of the smooth-talking Dibbs and the latter sent to his demise.

Running time, 76 minutes. General classification. For October relea

A. M. \

The Last Man to Hang

A.C.T. Films—Columbia

THE DELIBERATIONS of a deadlocked murder jury in Britain at the tir Parliament was seeking to end capital punishment make up the drama content of this film import. Always present in the mind of each jur is the awareness that they may well have the distinction of being t last to send a man to death.

Tom Conway plays the defendant, accused of poisoning his wife that he can run off to America with another woman. He is troubl and unsure of his own innocence in court, believing that he may ha accidentally killed her by giving her sleeping pills to calm her nerv not knowing a doctor had just administered other sedatives. The hous keeper, who had loved the wife and hated the husband, tries to co vince the court that it was a premeditated murder.

Testimony reveals that the wife was overpossessive, very much love with her husband but pettishly jealous. During the ten years their marriage, he has never been unfaithful, but her mistrust and po sessiveness finally drove him to an affair with a singer. At the clim Conway reveals that he has always been in love with his wife.

After much argument, the jury finds him not guilty. The housekeep breaks down and tells him that his wife is not dead, that another woma brought into the hospital at the same time had been identified as th drug victim. The housekeeper had let the error stand in order to puni him for having hurt his wife.

John Gossage produced. Direction by Terence Fisher.

Running time, 75 minutes. General classification. For December releas

GUS DALL

TECHNICOLOR®

is proud of its role in

"THE TEN COMMANDMENTS"

VistaVision and Technicolor

We at Technicolor salute Mr. Cecil B. DeMille and Paramount who have achieved an entertainment milestone with this magnificent motion picture.

We are proud to be associated with all those who have applied their artistic talents and skills to unfold one of the most beautiful stories ever told.

This production of "THE TEN COMMANDMENTS" is also a milestone for Technicolor since it was in his 1923 production of the same picture that Mr. DeMille first used Technicolor in one of his pictures. Since that time, Mr. DeMille and Paramount have been leaders in the use of Technicolor to bring famous stories to life upon the motion picture screen.

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EXHIBITORS HAVE DEPENDED ON REPU

ACTION

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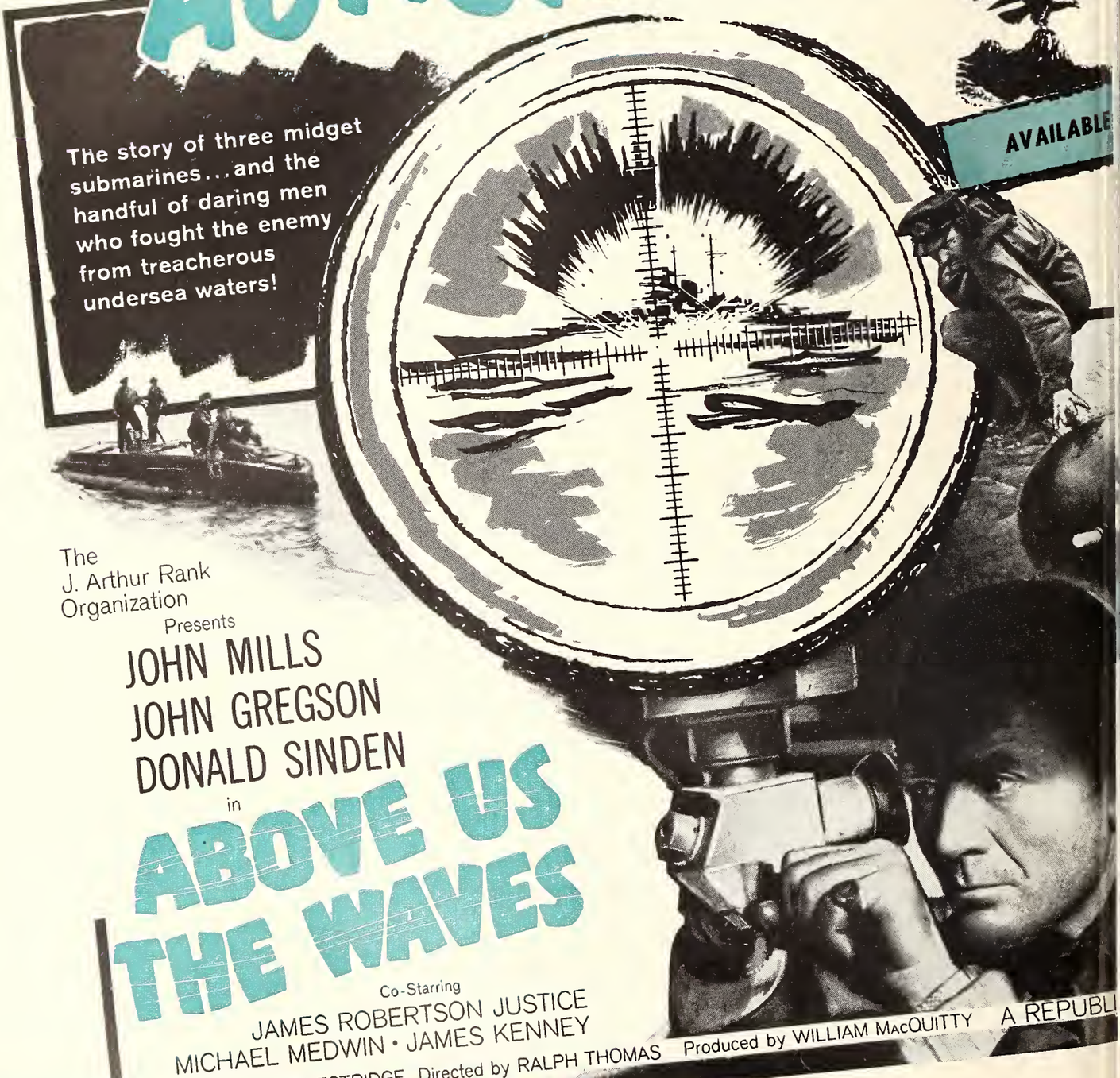
UNDER THE HIGH SEAS



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THE MAN IS ARMED

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THE CONGRESS DANCES

CinemaScope TRUCOLOR by Consolidated Film Industries

JOHANNA MATZ • RUDOLF PRACK • HANNELORE BOLLMANN

ACCUSED OF MURDER

NATURAMA TRUCOLOR by Consolidated Film Industries

DAVID BRIAN • VERA RALSTON • SIDNEY BLACKMER

AFFAIR IN RENO

NATURAMA

JOHN LUND • DORIS SINGLETON • JOHN ARCHER

Mull Compo

(*Continued from page* 1)

the "Oscar Sweepstakes" plan and embellish it with suggestions and experiences in similar contests conducted by exhibitors in Canada and in parts of the United States.

The sub-committee, at today's meeting, will attempt to draw up a final presentation of the contest plan. Chairman Alfred H. Tamarin of United Artists has been receiving much aid and cooperation from exhibitors who conducted similar contests in the past.

The idea to have COMPO conduct the "Oscar Sweepstakes" was brought up by some advertising and publicity directors in early meetings of the group in which discussions were held on COMPO's Audience Awards. It was indicated that official sanction of the sweepstakes idea would be received from the Academy of Motion Picture Arts and Sciences as the Academy is amenable to having COMPO stage the contest in place of its Audience Awards, which hasn't been given the "nod" by the Oscar group.

If the "Oscar Sweepstakes" is given to COMPO for action, it is understood that the Academy would sanction the plan and suggest that it kick off the Golden Jubilee plan for the entire year.

It was also reported yesterday that certain promotion groups outside the industry have been seeking to be the agency to conduct the "Oscar Sweepstakes" if the industry, MPAA or COMPO does not conduct it.

Charges Films Altered For Television Showings

HOLLYWOOD, Nov. 8.—A $500,000 suit charging infringement of copyright was filed in Federal Court here this week by Hal Roach and the Onyx Corp., charging three defendants with altering films for television showing without permission of the copyright owners.

Named as defendants by Roach were Film Classics Exchange, George Bagnall & Associates and the National Broadcasting Co. The suit alleged that they "copied,, altered and re-edited at least 138 old films" for television without permission of the plaintiffs.

Studio Pay Up, Hours Down for September

HOLLYWOOD, Nov. 8—Average weekly earnings of motion picture production workers rose during September over August this year and last September, while average hours per week dropped from September of last year, according to the California state division of labor statistics and research. September's average weekly earnings were $129.94, compared to August's $128.15 and last September's $128.27. Average hours worked in September were 40.3 compared to 40.1 in August and 43.5 a year ago.

One Man's TViews

By Pinky Herman

WITH almost 1,000 feature films already acquired (700 MGM, 152 Warner Bros. and 104 Columbia) CBS-TV will increase its Monday thru Friday "Early Show" to a 90-minute format starting Dec. 3 (5:30-7:00 P.M.) . . . John F. Howell has been named account executive for national CBS-TV Film Sales by general sales manager Thomas Moore. . . . Maurice Evans and Joan Greenwood will co-star in the NBColorcast Sunday, Nov. 25 (9:00-10:30 P.M.) of George Bernard Shaw's comedy, "Man and Superman." Mildred Freed Alberg is executive producer with George Schaefer, producer-director. . . . Charlotte (Mammy Yokum) Rae of the "Li'l Abner" Broadway click has already been signed to do six guestings on the "CBSullivan Show." . . . The ABC-Paramount Record Album, "The Eisenhower Story," released but six weeks ago has become that diskery's top seller. . . . Maestro Sylvan Levin, conductor of the Radio Symphony Orchestra, one of the stellar features of the SESAC transcribed library, has returned to Gotham from an extensive and successful tour of South America and Europe as conductor of the international company of "Porgy & Bess."

☆ ☆ ☆

Prexy Dave Kapp of Kapp Records so pleased with the sales of John Gart's two L.P. Albums "Songs of the Golden West" and "Harbor Lights," he's pacted the composer-conductor to wax eight more . . . Recommended: The "Les Paul & Mary Ford" evening songfests. John Daly's (ditto) news ABCasting. . . . As a member of the "Voice of Firestone" Choir for three years lovely Frances Wyatt dreamed of the day when she'd be a featured soloist on the program. Next Monday La Wyatt will realize her ambition when she will sing both as soloist and in a duet with Metropolitan Opera Star Brian Sullivan on the "Firestone" simulcast over the ABC network. . . . Fred Stettner, who joined Barry & Enright four years ago and subsequently was named the firm's general manager, has been upped to vice-president. . . . From Rattazzi's bistro comes inside info to the effect that Haig & Haig contemplates marketing a new tablet to "kill the taste of Clorets." (Egad, Jack Egan!) . . . OOps! In last week's pillar we inadvertently mentioned Estelle Citron as a "Big Payoff" staffer. In reality Estelle is associated with Walt Framer's other popular quizzer, "CBStrike It Rich" and is currently on the West Coast with the program's principals and staff whence the show will originate next week.

John Gart

☆ ☆ ☆

Had to happen and why not? With the terrific interest and effect rating-wise that Elvis Presley has engendered with his two appearances on Ed Sullivan's CBSunday show, it is a natural and wholly expected deal whereby the film clips from Presley's 20th Century-Fox flicker, "Love Me Tender," will be previewed on the Smiling Irishman's TVariety program Sunday, Nov. 18. . . . Don't be surprised to learn that NBC will soon announce plans to cancel Ernie Kovacs' "Tonight" series, and substitute instead a schedule of feature motion pictures. Ernie's clever talents will be spotted at an earlier time slot. . . . Plans are in work to shoot a pilot film soon after the New Year on a new telefilm series, "Travelling Man," scripted by David Karp and starring Tony Randall. Fred Coe will produce. . . . Harms, Inc. has just published a 38-page book, "Professional Dance Piano" authored by Arch Koty, which should prove an invaluable guide to musicians, arrangers, orchestrators and conductors. Koty with a wealth of experience as an arranger and musical conductor of radio and tv programs, has rendered a distinct service as regards the music problem of tv programs by his simple explanation of basic transitions from the classics to modern jazz.

☆ ☆ ☆

If Bob Thiel, A & R chief at Coral would like what to us seems to be a natural for his "and then I wrote" Album series, he should sign up L. Wolfe Gilbert, writer of "Waitin' For the Robert E. Lee," "Ramona," "The Peanut Vendor," "My Mother's Eyes," "Down Yonder" and a most hilarious, "Without Rhyme Or Reason" which has just been published by Vantage Press, Inc.

Films Abi

(*Continued from pa*

leave today for Russia to studios and theatres.

There have been severe by various groups on the a project initiated by th French motion picture i "interested American headed by Lopert has ma headway.

The aim of the project lish five or six exchanges for the explicit purpose ing foreign product to s and outlying areas, Lope Present distribution in th poor, he said, because it the major companies t high overhead to promo tive low-return foreign p the independent distribut able to give a few pic releases.

At present, the French promised to underwrite t exchanges to the sum over the first three yea U.S. distributors have pro 000 for a similar term. T now has resulted from wanting control of the while the Americans fe better qualified to direct t operations. Although the dustry is sponsoring the has been agreed that 50 the organization's distribu of other foreign product.

NBC Expanding Facilities Here, (

A new $3,500,000 pro pand the National Broadc color television facilities i and Hollywood was an Robert W. Sarnoff, presid

"This color expansion p put NBC in reach of a major color television pro night of the week durin 58 season," Sarnoff said. represent a substantial ir the network's current sche provides at least one imp program each evening, in the 'spectaculars.'

"The color increase wil major step toward our a mately telecasting the b 'live' shows in color on basis. This plan follows year's $12,000,000 color program, which permitte crease by 500 per cent season's color programmi further expression of NB the future of color televi

Floersheimer to

SPRING LAKE, N. J., Miss Adriana Musa, form ated with the advertisi department of Walter R tres, will be married on Albert Floersheimer, Jr., dent for catering of Wa The ceremony will be pe St. Catherine's Church he

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Help Support it—give generously for the CHRISTMAS SALUTE

The world renowned facilities and care at Will Rogers are provided at no charge whatever to patients—for medication, for surgery, for care and living accommodations while hospitalized.

The Hospital is supported mainly through voluntary contributions each year to the Christmas Salute by all employees. Most individuals give the equivalent of one hour's pay, but many give more, much more. Whatever the amount, the important thing is that practically *everyone* in the Industry shares in its support.

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GREATEST...IN THE
WESTERN THAT
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CLARK GABLE · ELEANOR PARKER in "THE KING AND FOUR QUEE
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Music composed and conducted by Alex North · A Russ-Field-Gabco Production · COLOR BY DE LUXE
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All News that News

MOTION PICTURE DAILY

Concise and to the Point

NO. 92 NEW YORK, U.S.A., TUESDAY, NOVEMBER 13, 1956 TEN CENTS

n 2 Years

k, Titanus Co-Produce e Pictures

im Product at ational Market

eth Century-Fox and Titanus Rome signed an agreement week to co-produce five pic- Europe over the next two was announced by Dr. Gof- nbardo, president and owner us, the largest production Continental Europe. e productions will be made ign language and aimed at national market, Lombardo

(Continued on page 4)

: in New Post l. International

Novak has been appointed for Continental Europe and le East for Columbia Pictures n a - Corp., d i n g ounce- Lacy tner, dent bia In- d. joined bia ary of serv- conti- anager dquar- aris, where he will remain. oining Columbia he was the director for Europe of Uni- ternational. Before that he divisional manager in Latin or Warner Bros.

Harry Novak

bmit NFS Plans ilm Exchange Aid

e toward streamlining of dis- through unified physical of prints in exchanges will bject of a press luncheon at or Restaurant here today. Clark, president of National

(Continued on page 4)

'Ten Commandments' off to Strong Start; Holiday Boosts Other Grosses on Broadway

Broadway's four films running three hours and longer all rang up excellent grosses over the weekend and yesterday, when many businesses were closed in observance of Veterans' Day.

Cecil B. DeMille's "The Ten Commandments" grossed about $40,000 at the Criterion Theatre for the four-day period, according to Paramount Pictures.

Michael Todd's "Around the World in 80 Days" did $25,000 in seven performances during the four days at the Rivoli Theatre.

"Giant," the George Stevens-Warner Bros. production in its fifth week at the Roxy, had the best weekend business since its first Sabbath date, with $78,000 estimated for the four days by the theatre management. The other long-running film, Paramount's "War and Peace," was reported to have grossed $19,000 for the four days. It ends its run at the Capitol Theatre tomorrow.

Batjac Signs For UA Deal

By GUS DALLAS

Batjac, the independent production company, headed by actor John Wayne, has signed with United Artists to make four pictures for the distributor, it was announced here. UA will finance the four films to a total of "about $9,000,000," it was reported, obtaining in return 50 per cent of the profits for five years after each release, at which time ownership will revert to Wayne.

Speaking at a press conference here, Wayne disclosed production plans for the first UA commitment, a property to be called "Legend of the Lost" and to be filmed in Libya. Production is scheduled to start Jan. 7, he said. At present, Batjac is negotiating

(Continued on page 4)

Christopher Awards to 'Peace,' 'King,' 'Duchin'

Thirty-three motion picture and television producers, directors and writers received semi-annual Christopher Awards at a reception given yesterday at the Waldorf-Astoria Hotel here. The citations for the six-month period, ending Sept. 30, were presented to winners "for using their God-given talents in a positive and constructive manner," according to Father James Keller, founder of the Christophers.

Each recipient was presented with a bronze medallion inscribed with the Christopher motto: "Better to light one candle than to curse the darkness." Film awards went to:

"War and Peace," a Paramount picture; producer Dino De Laurentiis, writer-director King Vidor, and writers Bridget Boland, Mario Camerini,

(Continued on page 5)

Television Today

IN THIS ISSUE Page 6

► Spotlighting the News in Television Today—the FCC and the subscription television problem; Ely Landau and Desi Arnaz announce extension of NTA-Desilu pact.

► Passing in Review—the week's highlights in shows.

► Who's Where—promotions in the industry.

MPAA Sub-Committee

To Confer on Compo Staging 'Sweepstakes'

Would Be in Place of Annual Audience Awards

By LESTER DINOFF

The merchandising and promotion sub-committee of the Advertising and Publicity Directors Committee of the Motion Picture Association of America will hold meetings with the Council of Motion Picture Organizations on staging the "Oscar Sweepstakes" in place of the COMPO Audience Awards, according to an official of the MPAA.

The sub-committee agreed to set up conferences with COMPO following a luncheon meeting held here at the

(Continued on page 5)

Markley Named Head Of AB-PT Production

Sidney M. Markley has been named head of motion picture production activities for American Broadcasting-Paramount Theatres, Inc., Leonard H. Goldenson, president, announced yesterday.

Sidney Markley

Markley, a director and vice-president of the company, will continue maintaining his headquarters at the AB-PT home office in New York. He assumes the new position along with his present executive

(Continued on page 4)

Jacob Wilk Dies; Was WB V-P, Story Editor

Jacob Wilk, 70, former vice-president and Eastern story editor for Warner Brothers, died here yesterday at Mt. Sinai Hospital following an illness. Wilk joined Warner Bros. in

(Continued on page 4)

PERSONAL MENTION

JOSEPH R. VOGEL, president of Loew's, Inc., returned to New York yesterday from a two-week visit at the studio.

•

RALPH COHN, vice-president and general manager of Screen Gems, will return to New York from London tomorrow via B.O.A.C.

•

ELY A. LANDAU, president of National Telefilm Associates and the NTA film network, has left New York for Hollywood.

•

PINKY HERMAN, Eastern television editor of MOTION PICTURE DAILY, became a grandfather for the first time when his daughter-in-law, MRS. JEROME HERMAN, gave birth to a girl at New York Hospital.

•

SALLY FISHER, secretary at the local offices of Allied Theatre Owners of New Jersey, has returned to New York from Europe.

•

SAL ADORNO, SR., president of M & D Theatres, Hartford, and MRS. ADORNO are celebrating their 52nd wedding anniversary.

•

PAUL J. QUINN, of the RKO Radio legal department, is the father of a boy born to MRS. QUINN at Good Samaritan Hospital, Suffern, N. Y.

•

JOHN WAYNE and MRS. WAYNE will leave New York for Europe today aboard the "United States."

Mass. Circuit Victor in Long-Pending Tax Suit

Special to THE DAILY

HARTFORD, Nov. 12.—The Western Massachusetts Theatres, Inc., circuit, is victor in a long-pending Government tax case. The U. S. Tax Court has entered a decision finding that the circuit overpaid its excess profits taxes for 1943, 1944 and 1945 by $215,761.37.

The finding, in effect, was a formality subsequent to a July decision of the U. S. Court of Appeals, first district, in which an earlier tax court finding in favor of the government was reversed. The overpayment is subject to interest and other allowances, also in favor of W.M.T.

The appeal to the U. S. Court of Appeals was made after the tax court ruled that W.M.T. owed $359,518 in excess profits taxes.

SAG for Dual Player Pacts

From THE DAILY Bureau

HOLLYWOOD, Nov. 12 — Actors engaged to appear in theatrical motion pictures will sign two contracts, one covering payment for that appearance and another covering payment to be made to them when the picture is shown on television, if a recommendation made to the Association of Motion Picture Producers by the Screen Actors Guild is accepted, SAG executive director John L. Dales told members attending the annual meeting at the Academy Awards Theatre late last week.

Says All End Up on TV

Dales said, "Today it can be assumed that every theatrical feature eventually will end up on television, even those produced by major companies. They have created competition for themselves, and therefore we, too, are forced into competing with ourselves."

Kenneth Thomson, television administrator for SAG, canvassed the problems entailed in collecting payments from producers and said SAG henceforth will require all new contractees to sign assignments stipulating that, in the event the producer becomes delinquent in residual payments, the distributor will pay directly to SAG all the producer's share of receipts until re-run payments are completed. Such assignment will be secondary to original financing only.

Meet Again Nov. 20

Screen Actors Guild, Screen Writers Guild and Screen Directors Guild committees met briefly on Friday with committees of the AMPP and the Society of Independent Motion Picture Producers on problems attending the sale of post-1948 features to television. The same committees meet again on Nov. 20.

SAG re-elected all officers and elected Guild's 13 candidates for board memberships at the annual meeting.

SAG treasurer George Chandler said the Guild finished the year with $74,889 in the black, bringing the surplus to $811,347. He also revealed membership to be at an all-time high with 10,082 members.

New Filmack Trailers

The Filmack Trailer Co. has announced production of a new "teaserette" trailer service. The "teaserettes" are described as three frame trailers with art, hand lettering, star and scene photos from the picture, with the added selling pitch given by an offstage voice, directing immediate attention to the screen and holding the interest throughout."

Realign Departments Of ABC Radio-TV

The American Broadcasting Company's radio and television networks have realigned their station relations departments following the resignation of Ernest Lee Jahncke, Jr., it was announced here yesterday by Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres.

Goldenson said that under the shifts, Edward J. DeGray, national director of station relations for the radio network will report to Don Durgin, ABC radio network vice-president, and that Alfred R. Beckman, national director of television station relations, will report to Oliver Treys, head of ABC television.

DeGray and Beckman reported to Jahncke, who resigned the company after 20 years with ABC and the Blue network.

'Giant' Opens in Texas; Brings Record Grosses

Warner Bros. reports that George Stevens' "Giant" exceeded by a wide margin all previous Warner releases in its weekend openings in six key city theatres in Texas. Figures from latest openings of the film across the country, plus the continuance of its high opening week grosses in all of its holdover assignments to date, give promise of lifting "Giant" to the status of all-time Warner grosser, according to the company.

At the Roxy, New York, the fifth week is estimated to be $102,000. At the Chicago, Chicago, it grossed $45,480 in the first four days of its third week. At Grauman's Chinese, Hollywood, the picture took in $28,656 in the first four days of its third week.

Quigley, Jr. to Speak At Toronto Luncheon

TORONTO, Nov. 12. — Martin Quigley, Jr., editor of "Motion Picture Herald" and editorial director of Quigley Publications, will be guest speaker at the annual luncheon of the Motion Picture Theatres Association of Ontario here Nov. 19, it was announced by Lionel Lester, president of the association. Quigley's topic will be, "The Exhibitor—Today and Tomorrow."

UA Circuit Meet

The annual meeting of stockholders of United Artists Theatre Circuit, Inc., will be held Nov. 26 in Baltimore, Md., at 11 A.M., according to the organization's notice to stockholders. Holders will be asked to approve management proposals which call for the election of 12 directors, appointment of company auditors, and an amendment to the by-laws.

IA Vote Tak By Colosse

Special to THE DAILY

ST. LOUIS, Mo., Nov. 12—(izational matters dominated agenda for morning and aft sessions of the Colosseum of Picture Salesmen here Sa thus eliminating a morning n set for Sunday. Top considerati given to affiliation with IATS an official statement with the results is to be issued later.

The organization voted aga proposed insurance program b it would have necessitated inc dues, and most members fee quatedly covered by the existi surance program. The Colosseu voted to negotiate a new c with the film distributing con to replace the one expiring in ary, 1957.

Officers Elected

In the Saturday afternoon the organization elected the ing officers: president, H. Bateman, Los Angeles; first president, W. Gordon Bugie, land; second vice president, F Bond, Dallas; secretary, Da Chapman, Milwaukee; treasure gar E. Shinn, New Orleans; r vice president, Edward R. Suss falo; William Wink, Omaha; Simon, Chicago; Thomas D and Allen Adolph, San Fra General counsel Bartell will c to serve the Colosseum in tha advisory capacity. Regional c teemen functions are to be a by the regional vice president

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MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Willia nup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturday days and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York N. Y. under the March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

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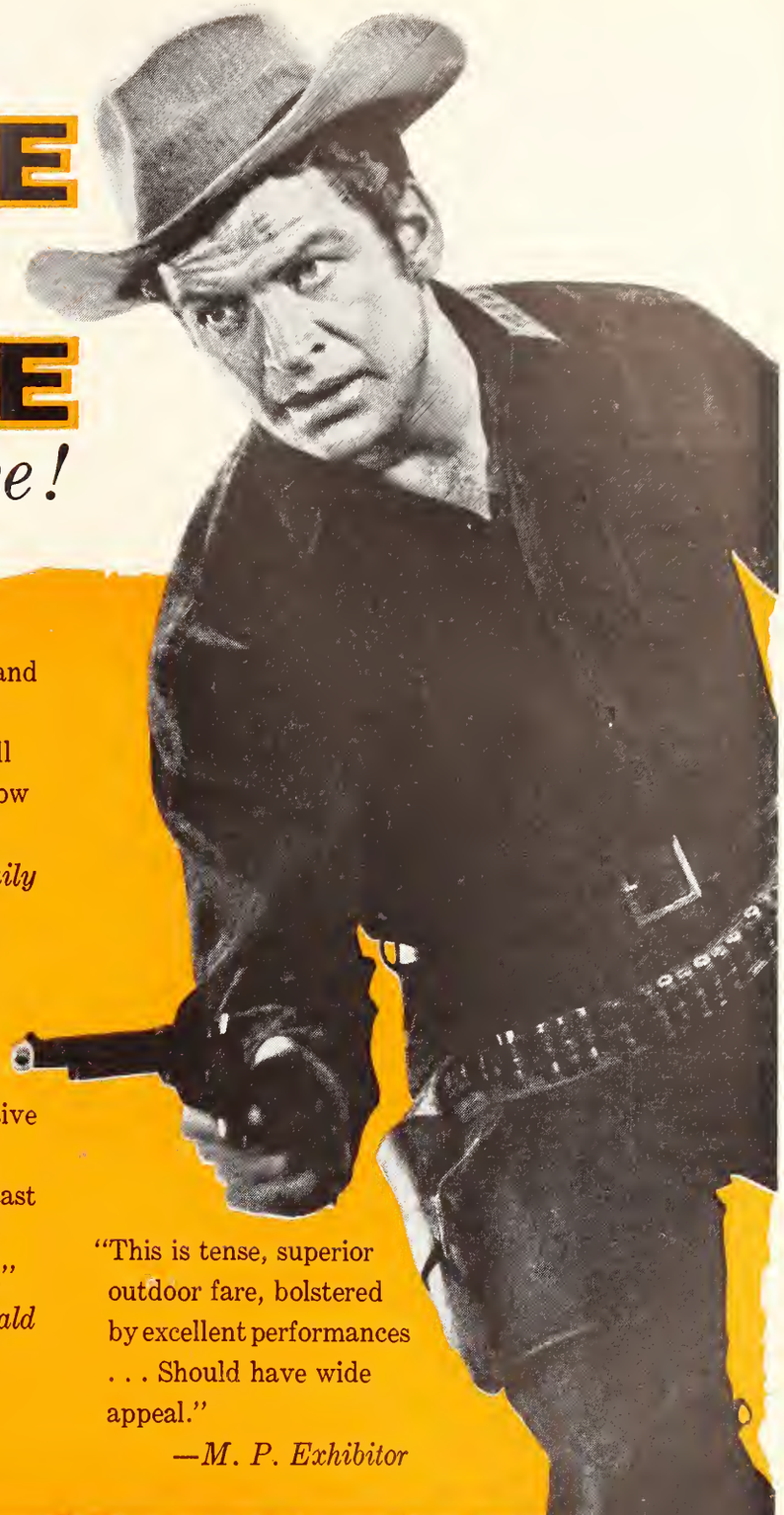

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—*M. P. Daily*

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—*Showman's Trade Review*

"Three popular, attractive and accomplished performers head the cast . . . A good story and interesting characters."
—*M. P. Herald*

"This is tense, superior outdoor fare, bolstered by excellent performances . . . Should have wide appeal."
—*M. P. Exhibitor*

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ANOTHER MONEY SHOW FROM THE NEW RKO

PEOPLE

Milton R. Rackmil, president of Universal Pictures, is in Hollywood from New York for conferences with studio executives.

□

Van Myers, director of concessions at Wometco Theatres in Miami, Fla., and first vice-president of the National Association of Concessionaires, has been named general convention chairman for the 1957 NAC convention and trade show to be held at the Americana Hotel, Miami, Nov. 17-21, 1957.

□

Diane Disney Miller, daughter of Walt Disney, has written a serial for the "Saturday Evening Post" titled "My Dad, Walt Disney," to start in this week's issue.

□

Arthur Larson, Under-Secretary of Labor, has been named by President Eisenhower to head the U. S. Information Agency, succeeding Theodore C. Streibert, who resigned last week.

□

Ted Hirsch and Edward H. Reichard, superintendent and chief engineer, respectively, of Consolidated Film Industries, Hollywood division, have arrived in New York from the Coast for an inspection of CFI's new Manhattan laboratory and for conferences with Eastern officials.

Goldenson Re-elected UCP Board Chairman

CLEVELAND, Nov. 12.—Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres, Inc., was re-elected chairman of the board of directors of United Cerebral Palsy Associations, Inc., for a third term, at the organization's seventh annual convention here Friday.

Goldenson, one of the founders of UCP, has long been active in the organization's affairs, having served as its president for five consecutive years since its founding in 1949. He is also chairman of the board of the United Cerebral Palsy Researeh and Educational Foundation, Inc.

230 Book 'Shark'

Samuel Goldwyn, Jr.'s production of "The Sharkfighters" has been set for 230 Thanksgiving holiday bookings aeross the country, it was announeed yesterday by United Artists.

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Fox, Titanus

(*Continued from page* 1)

disclosed. Fox will release three of them in Italy, Titanus, two. Fox will have release rights for the rest of the world, he said.

Budgets for the five films have seen set at between $500,000 and $600,000, he said. They will be made at Titanus studios, and all will be in CinemaScope, probably in black and white.

Dr. Lombardo left for Italy from New York at the weekend. His general manager, Franco DeSimone, left for Hollywood yesterday to close a deal with another major U. S. company for the co-production in Europe of an English language picture. This will also be slanted at the international market, Lombardo said. Although he declined to name this company, he said the deal was "definite."

While in Hollywood, DeSimone expects to conclude negotiations with an American television film producer to make a series of 39 tv pictures in Rome. This would not be a co-production arrangement, DeSimone said. Titanus would only rent its studio and facilities to the American producer.

N. Y. Variety Tent Nominates Officers

Variety Tent No. 35 of New York yesterday announced nominations for officers and canvasmen for the coming year. Harold J. Klein heads the slate for the post of chief barker; Richard Brandt, first assistant; Larry Morris, second assistant; Bill Bower, property master, and Jack H. Hoffberg, dough guy.

Nominated to the slate for eanvasmen were Charles A. Alicoate, George Brandt, Irving Dollinger, Sherwin Kane, Martin Kornbluth, Jack Levin, Martin Levine, Ira Meinhardt, Charles L. Okun, David Picker, Harold J. Rinzler, Burton E. Robbins, Jack Rosenfeld, Ernie Sands, Cy Seymour, Robert K. Shapiro, Spyros P. Skouras, Charles Smakwitz, Morton Sunshine, Saul Trauner and George Waldman.

Sign Mann to Direct 'Marjorie Morningstar'

Daniel Mann has been signed to direct "Marjorie Morningstar," based on the best-selling novel by Herman Wouk, according to Milton Sperling, who is produeing the film for Warner Bros. Mann arrived here late last week to join Sperling in setting up a series of tests with new young aetresses for the title role.

Hyman in Boston

BOSTON, Nov. 12.—The managers of the New England Theatre affiliates of American Broadcasting-Paramount Theatres will be urged to greater local level advertising and exploitation cooperation with film distributors by Edward L. Hyman, who met with the showmen here today.

M. P. DAILY picture

JOHN WAYNE outlines production plans.

Batjac Signs

(*Continued from page* 1)

with Cine Citta Studios in Rome for the use of production facilities. Wayne will star in the picture, in which UA is expected to invest one-third of its proposed four-picture budget.

Wayne reiterated the opinion of other industry figures that the independent producer has become an important factor in providing more and "different" films. The major producers, who are having to make fewer pictures in order to make sure of better quality, will be turning more often to the independent picture maker, he believes. Among other reasons, the rental of their studios and equipment will help offset the costly overhead which the majors still have to meet with their fewer pictures, he said.

The contract with UA does not preclude the possibility of more than four pictures being made by Batjac for the distributor, he said. Neither does the contract call for him to appear in all four projects.

Report from Columbus: Business 'Holding Own'

COLUMBUS, Ohio, Nov. 12—Theatre business is holding its own this fall. Some exhibitors attribute this to the fact that Columbus has not yet felt the impact of top film product in backlogs recently released to television. Film fare on tv here is of the routine variety and films are on late at night, as a general rule, further nullifying competition with theatre films.

The quality of tv films has improved, however, over a year or so ago, with pictures like "The Letter," with Bette Davis, as an example. They are an improvement over British films which have been standard tv fare here.

Young Services Today

HOLLYWOOD, Nov. 12.—Funeral services for Victor Young, 56, composer of innumerable musical scores for motion pictures, will be held tomorrow afternoon at the Hollywood Cemetery. Young died Friday at Palm Springs of a heart condition.

Name Markl

(*Continued from page* 1)

duties in theatre operations organization.

In making the announc Goldenson said, "Markley's ap ment follows in line with o cently announced plans for e motion picture production. He to this new activity, the ben extensive experience in the picture field."

Joined Board in 1955

Markley, a graduate of H College and Law School, join company as assistant to the pre in charge of theatre rearrange He became a vice-president in and was elected to the board rectors in 1955.

Jacob Wilk Dies

(*Continued from page* 1)

1929 and retired from the cor in April, 1952.

He started his career as as dramatic editor on the Minn Tribune and did publicity the the Metropolitan Opera House 1910, he became associated wi A. Brady and four years later World Film Co. as publicity di In the following years he was ated with motion pictures an stage and also sold films to E exhibitors and English pictur U. S. theatremen, before joining ner Bros.

To Give NFS

(*Continued from page* 1)

Film Service, Inc., is expected t cuss expansion of the service NFS is operating for distribution panies in many exchange areas. expected to also discuss the prev announced NFS billing and coll plan whieh utilizes electronic acc ing machines as an aid to ser front office work.

Many of the distribution c nies are already utilizing NFS in or all exchange areas.

MPEA To Hear Rep On Markets in S. A.

A report on the Argentinian ket and others in South Americ be given to the Motion Picture E Association's board of director Robert Corkery, MPEA vice-p dent, at today's board meeting

Corkery returned at the wee from South Ameriea. He will alsc cuss Brazil and Colombia.

Other matters on the agend elude self regulation problem Japan and regulations on impor Burma and Malaya.

'Death' Grosses $24,1

"Death of a Scoundrel," Cl Martin's independent productior RKO release, rolled up a gro $24,150 for the first week of its York engagement at Loew's Theatre.

ristophers

ntinued from page 1)

e Concini, Ivo Perilli and Vesterby.

King and I," a Twentieth Fox film; producer Charles director Walter Lang, vriter Ernest Lehman and Rodgers and Oscar Hammer- l for the book and lyrics.

Eddy Duchin Story," a picture; producer Jerry irector George Sidney and riter Samuel Taylor.

ion awards were given to:

er Jack Denove, director Bennett and writer Larry or "The Gift of Dr. Minot," 1st presentation of DuPont ver ABC.

radle Song' a Winner

er Maurice Evans, director Schaefer and writer James for the television adaptation Cradle Song," the Hallmark Fame production of May 6 C.

ers Fred Briskin, Joseph and Irving Starr, director eilson and writer Mary C. or "Sheila," the Ford Thea- ntation for May 24 over

er Robert Costello, director Corrigan and writer Art Wal- "Second Family," the Arm- rcle Theatre play for May NBC.

r Norman Felton and writer tton for "Operation 3 R's," 4 program of the United eel Hour over CBS.

er Ed Sobol and director on for the August 11 Law- lk Show over ABC.

al Services Today an B. Miner

NGELES, Nov. 12—Private rvices will be held tomor- noon at Forest Lawn for liner, 74, who died Saturday eart ailment.

ceased, who founded Los oldest advertising agency, ars his name, was director s Angeles Chamber of Com- e was a widely recognized authority. His widow sur-

Coming Here

Schary, vice-president in production for Loew's, Inc., in New York late this week ywood for conferences with Joseph Vogel and other ce executives. Schary will d a meeting of the Loew's directors set for Nov. 21.

New Offices

istributors Corporation of as opened sales offices in l New York. Glenn Fannin the Southwest office and Ira he one here.

Slate Meet on 'Sweepstakes'

(Continued from page 1)

weekend at which time further development of the contest proposal was discussed.

The MPAA official and members of the sub-committee who attended the meeting said that experiences of exhibitors with similar contests were discussed to see if they could be incorporated into the "Oscar Sweepstakes." Charles Chaplin, United Artists Canadian district manager, and chairman of Canada's Audience Awards campaign last year, attended the advertising - publicity group's meeting and told of his contest.

MPAA Is Favored

According to the MPAA representatives, the committee feels that COMPO should be asked to stage the "Oscar Sweepstakes" instead of an outside promotion group. They felt that the contest would attain much more success than COMPO's Audience Awards did last year, he declared.

However, a member of the COMPO Audience Awards committee, when told of the advertising-publicity director's idea of having the "Oscar Sweepstakes" supplant the Audience Awards, raised the question of "who is going to pay for staging it." He wanted to know whether or not the MPAA would advance COMPO additional funds with which to conduct the campaign.

The MPAA board of directors has set a budget of $25,000 to get the "Oscar Sweepstakes" proposal off the ground.

Benefit for 'Rebecca'

David O. Selznick's "Rebecca" will have a benefit performance Nov. 20 at New York's Normandie Theatre, with all proceeds going to the Federation of the Handicapped.

Webs, Union to Sign New Pact

The four major networks and the American Federation of Television and Radio Artists have reached tentative agreement on a new contract which would run to Nov. 15, 1958. The present contract expires this week. Under the proposed settlement, performers working in radio and the transcription industries would have a pension and welfare fund to which employers would contribute five per cent of gross payrolls.

Minimums Up 10%

Minimum pay scales for television artists would be increased 10 per cent in all categories. Establishment of the pension and welfare fund for radio and transcription artists is identical to that set up two years ago for tv. At that time the networks would not consider a special five per cent contribution on the part of radio.

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Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Spotlighting the News

The FCC and Toll TV

► The Federal Communications Commission won't take any action on pending subscription television petitions until after the first of the year—at the very earliest, according to a Washington source. The Commission has several other top priority matters to work on and, while there has been "occasional discussion of the toll TV problem, it's usually been part of a discussion of other matters, such as the difficulties of the UHF broadcasters. Most apparent is the fact that there's no real drive in the Commission for early toll TV action, not even from its strongest backer, Commissioner Lee. When the Commission gets around to working on the matter, several courses are open to it: immediate approval (unlikely); immediate rejection (unlikely); rescheduling of oral argument without hearings (possible); a decision that the FCC lacks authority over the subject and that Congress must act (possible); or scheduling of lengthy hearings before a trial examiner or the Commission itself (most likely).

Busy Mr. Landau

► Ely Landau, president of National Telefilm Associates, fresh from the successful conclusion of negotiations with 20th Century-Fox, announced last week in Hollywood that he and Desi Arnaz, president of Desilu Productions, have extended their deal for the production of several TV film series by the Desilu studios. Both parties have exercised their options contained in the original production agreement consummated last July when Desilu started producing "The Sheriff of Cochise" for NTA. Current plans call for a production schedule of not less than six new film series and involve an initial investment by NTA in excess of $500,000. The shows are to be offered for sale on the NTA Film Network, as well as to the other television networks, with several series being specially designated for sale to advertisers for regional sponsorship—following the pattern established for "Cochise."

NTFC Meets Thursday

► Richard E. Dube, assistant program manager of Lever Brothers, and several members of the company's various advertising agencies, will be principal speakers at the November luncheon meeting of the National Television Film Council Thursday at the Delmonico Hotel, New York. Mr. Dube and friends will discuss suggestions for improved quality in the production and telecasting of filmed TV commercials—the results of considerable research done on the subject by Lever Brothers and its agencies.

Railroading

► The promise of an unique TV spot campaign, designed to catch the Old Man in one of his most vulnerable fancies, was given last week by Transfilm Incorporation. The company reported that it has completed a series of film commercials for the Lionel Corporation and its model electric trains. Transfilm said it constructed a special camera rig to make the spots, enabling a small 35mm camera to travel along the tracks to shoot the trains head-on. The results, they think, will fascinate the amateurs as well as the buffs. A total of nine spots, six at 60 seconds each and three at 20 seconds each, were made for the campaign. This gets underway in two weeks and will continue up to Christmas in 81 markets across the country. Grey Advertising is handling the details for Lionel.

Activity at Ziv

► Economee TV, marketing outlet for subsequent-run Ziv telefilms, is being expanded to operate as a full-scale division of Ziv Television, John L. Sinn, president, has announced. Pierre Weis has been appointed general manager of Economee, moving over within Ziv from a similar post with World Broadcasting. Stanley J. Florsheim, an Economee TV executive, since Ziv's entry into re-run sales in 1954, was appointed general sales manager to head the increased sales team. Dick Lawrence will succeed Mr. Weiss at World Broadcasting.

Playhouse Deal

► RKO Television has plucked what looks like a rather tasty morsel of plum from the T tree. The deal is a seve right to distribute world-wi half-hour series, Screen Di Playhouse, on the air las over NBC-TV for Eastman The party of the second pa Hal Roach Studios. Robert I RKO Television vice-pre said 35 episodes are now av Name players, name directo claimed $40,000 budgets wer of the original specificatio

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In Our View

THE tumult and the shouting have died, Elect Day has come and gone, and the nation—dom tically at least—is returning to something l normal. The Election Day coverage and the campa which preceded it, in mounting vigor and intensity as big day approached, gave Television its biggest and b opportunity as a communications source without peer. general it may be said that the medium did right w by its opportunity.

As a matter of fact, it is quite factual to say that i very substantial measure the campaign torchlight par of yesterday has given way to the high intensity stu spotlight of today—and tomorrow. During the campai the two major political parties are conservatively e mated to have spent something well over $2,000,000 paid time for party exhortation on the three natio networks, and that in itself is a clear indication of t recognized value of the medium as a prime source of co munication.

The three networks, in their excellent, complete a highly interesting coverage of the election returns, w engaged in a fiercely competitive race with one anotl which had the great benefit of pushing each to maxim effort and resulting in superior performance. The el tronic gadgets with which the three networks compe tively enlivened their pre-election plan announceme and which they used during the coverage of the ev were just so much promotional gee-whiz, and they serv an entertaining purpose to that end.

In the aggregate it has been estimated that the thr networks had a combined home viewing audience nati ally, during the conventions, of more than 100,000,0 persons. The total Election Night obviously was en mous. The networks did not let down that vast publ but provided it with the kind of on-the-spot covera which inherently makes of television such a preemine ly powerful medium. At the same time it emphasizes or again the responsibility which automatically falls up the industry by reason of its vast capabilities.

—Charles S. Aarons

ssing in Review

S A BIG WEEK for special news events, what with Tuesday's coverage and the continuing crises in the Middle East and Hun- The networks acquitted themselves very well indeed Tuesday nd early Wednesday morning. This real-life drama — even the outcome was never very much in doubt—built nicely to its climaxes in Chicago and Washington. It would be splitting hairs entiate among the networks as far as the quality of the election e is concerned, though maybe CBS-TV was somewhat faster on the returns. Of the independent New York stations, WABD very efficient, having on hand the star by-liners of the New York Tribune to analyze and predict under the easy direction of Mike . Throughout the evening, the Trib's private editorial sympa- re never much in doubt, but the way things were going, it didn't matter. Network coverage of the Middle East and Hungarian ns, however, was another matter entirely. After some bitter n by the New York Times television man, the networks stepped coverage of the fascinating special sessions at the United Na- ut the fact remains that not one of the networks preempted any ced time for complete coverage.

before in recent history, for example, was there such a chance was last Saturday (November 3) evening to demonstrate—live person—before the entire country what U. S. Ambassador Lodge d as the "cynicism" of current Russian policy. This was the c, last-ditch announcement from Premier Nagy that the Russians ned their guns on his government—the announcement which the U. N. just as Soviet delegate Sobolev was attacking the rench action in Egypt. The effect of this sort of ironical juxta- can never be captured on any special "news roundups," only in of noteworthy, complete coverage as was carried on WPIX and V. There was a further irony here since the networks would al- ace themselves in the forefront of those whose mission it is to sell cy. Sell, unfortunately, seems to have been taken literally.

f the more interesting of the week's live dramas was NBC-TV's Theatre presentation Tuesday afternoon of Edgar Allen Poe's le Heart." William Templeton provided the free but properly daptation, acted with considerable style by John Barrymore, Jr., rradine and John Abbott. Another Abbott (Philip) turned in a ormance on the same network's Kraft Theatre Wednesday night. pt, however, Arthur Hailey's "Shadow of Suspicion," was not e performance.

TV's Playhouse 90 offers its dramatists and actors an almost im- challenge to meet by "commercialing" its shows to death. The s and extended intrusions make any sustained dramatic impact mpossible. Thursday night then, it was to the credit of a legiti- bdued Red Skelton that "The Big Slide," a sharp and nostalgic of Hollywood in the 20s, was as good as it was. Mr. Skelton was t and his climactic scene with Murray Hamilton well worth wait- Also fun was the pertinent period detail.—V.C.

Who's Where

JOHN H. SECONDARI, newsman and author, has been named chief of the Washington Bureau of the American Broadcasting Company, it is announced by JOHN DALY, vice-president in charge of news, special events, sports and public affairs. Mr. Secondari will be administrative head of ABC news Washington operations, and will have his own programs of commentary on radio and television.

IRA DELUMEN has been named business manager of the operations department, CBS Television, it is announced by EDWARD L. SAXE, vice-president in charge of CBS TV operations. Concurrently, Mr. Saxe announced the appointment of ROBERT FOX to succeed Mr. DeLumen as manager of production cost control for CBS-TV.

THEODORE W. HERBERT, an account executive with the Mutual Broadcasting System, has been named eastern sales manager for the General Teleradio owned-and-operated radio-TV stations.

BENNET H. KORN has been elected vice-president in charge of sales for WABD, it is announced by EERNARD GOODWIN president of the DuMont Broadcasting Corp.

MARC DANIEL has been named director of programs for Theatre Network Television, Inc., it is announced by NATHAN L. HALPERN, president of the TNT closed-circuit company.

WELLS BRUEN has been promoted from assistant sales manager to the new position of manager of the syndicated sales division, it was announced by HERMAN RUSH, vice-president in charge of sales for Official Films.

HERB ROTHMAN, formerly advertising promotion manager of Whitney Publications, has joined NBC Spot Sales as a sales promotion specialist. In the same organization, ELAINE SIMPSON has been appointed promotion service supervisor.

DAVE SCHOOLER, formerly eastern sales manager for Major TV Productions, has been appointed sales manager of the newly reorganized sales department of Minot TV.

HOLLYWOOD

HOLLYWOOD—Irving and Norman Pincus, the brothers who produced the Ellery Queen series for television, have a new one, "The Real McCoys," starring Walter Brennan. The new half-hour filmed series, concerning the McCoy family, who leave their native West Virginia to take over the operation of a ranch in California, inherited from Grandpa Amos McCoy, will be piloted in partnership with Marterto (the Danny Thomas corporation) December 22, at Motion Picture Center. Sheldon Leonard directs the sample, with Irving Pincus producing and brother Norman credited as associate producer. William Morris will take it from there.

Bill White, former film editor of North American's film division, was tagged by Jim Higson, KHJ-TV's program director, to head up the Channel 9 film division.

Shirley Thomas, popular at premiere interviews and Hollywood commentator on her own radio program, sold KTTV on a half-hour idea titled, "Traveling Stars With Shirley Thomas," which sewed up 13 Wednesdays at 9:30 p.m. over Channel 11, starting November 14. —*S.D.B.*

MERCIALS ON THE SPOT

nued activity in production of new commercial spots, to freshen rtising appeal for a variety of products, includes the following:

DEMY PICTURES, INC.
ctric Blankets (*Y & R.*)
's Wax (*Benton & Bowles*)
rop Frozen Foods (*Ted*

lue (*J. Walter Thompson*)
(*J. Walter Thompson*)

RGE BLAKE ENT.
(*Beach, Yates & Mat-*

Pea Soup (*Y & R*)
Cosmetics (*Compton*)
ducts (*B.B.D.O.*)
ap (*Compton*)

At GOMMI-TV
Jello (*Y & R*)
Association of Margarine Manufacturers (*Amberson Assoc.*)

At PETER ELGAR PROD.
Dromedary Dates (*Ted Bates*)
Amer. Tel. & Tel. Co. (*N. W. Ayer*)
Jergens Face Cream (*Robt. W. Orr*)
Cheer (*Y & R*)

At SARRA, INC.
Colgate Liquid Vel (*Wm. Esty*)
Seven Up (*J. Walter Thompson*)
Johnston's Hot Fudge Sauce (*Klan-Van, Pieterson-Dunlap*)

At SCREEN GEMS
Du Pont Fabrics (*B.B.D. & O.*)
Nabiscos (*Kenyon & Eckhardt*)
Wisk (*B.B.D. & O.*)
Kellogg Breakfast Foods (*Leo Burnett*)

At TRANSFILM
Winston Cigarettes (*Wm. Esty*)
DuPont Wax & Paints (*B.B.D. & O.*)
Griffin Shoe Polish (*Gayer Adv.*)

At UNIVERSAL PICTURES-TV
Eastman Kodak (*Thompson*)
Falstaff Beer (*Dancer, Fitzgerald & Sample*)
De Soto Cars (*B.B.D. & O.*)
Lava Soap (*Leo Burnett*)
Pepsi Cola (*Kenyon & Eckhardt*)
Campbell Soup (*B.B.D. & O.*)
Pabst Beer (*Leo Burnett*)
Philip Morris Cigarettes (*M. W. Ayer*)

At VIDEO PICTURES
Pall Mall Cigarettes (*S.S.C. & B.*)
Oldsmobile Cars (*D. P. Brother*)
Speidel Watchbands (*Norman Craig & Kummel*)
Ironized Yeast (*Thompson-Koch*)
New Departure Brakes (*D. P. Brother*)

"IN THE EAST" it's MOVIELAB FILM LABORATORIES, INC. 619 W. 54th St. • New York 19, N. Y. • JUdson 6-0360 QUALITY is our business

IT'S THE TRUTH!

HERE'S THE PERFECT FAMILY PICTURE FOR THE HOLIDAYS !

The most delightful...warm and wonderful story in a lifetime of heartbeats.... of

ONE LITTLE BOY WHO CHALLENGED THE WHOLE WIDE WORLD

...because he couldn't tell a lie!

When the "Big Shots" are out to "get" him and his friends are out to save him...

you'll learn the wonderful truth!

"EVERYTHING BUT THE TRUTH!"

IS WONDERFUL!

starring

MAUREEN O'HARA
JOHN FORSYTHE
and **TIM HOVEY**

in Eastman COLOR

with FRANK FAYLEN · LES TREMAYNE · PHILIP BOURNEUF

Directed by JERRY HOPPER · Screenplay by HERB MEADOW · Produced by HOWARD CHRISTIE · A UNIVERSAL-INTERNATIONAL PICTURE

Another Picture with that Universal Appeal!

All News that News

MOTION PICTURE DAILY

Concise and to the Point

NO. 93 NEW YORK, U.S.A., WEDNESDAY, NOVEMBER 14, 1956 TEN CENTS

Announces

greaves to d Rank's . Company

e One-Year Lease tton Theatre Here

y PETER BURNUP

ON, Nov. 13 (By Cable).— is, managing director of the Rank Organisation, today formally announced formation of J. Arthur Rank Film Distributors, Inc., the company which will distribute Rank and other British product in the American market, and named Kenneth N. Hargreaves, a member of the JARO di- as president.

Davis

same time, Davis announced has acquired a one year

ontinued on page 6)

icolor Earnings 6,000 in 9 Mos.

oard of Directors of the or companies at a meeting yesterday, declared a divi- 12½ cents a share on the stock of Technicolor, Inc., n Dec. 18, 1956, to stock- f record on Nov. 30, 1956. ayment makes a total divi- the year 1956 of 50 cents a nsolidated net earnings of nicolor companies for the

ontinued on page 6)

ond Levy Opens ltant Office Here

id Levy, formerly vice- of Quigley Publishing Co., olished headquarters at 35 d St. here as a consultant to cture producers and distrib- will specialize in the crea- development of plans "to

ontinued on page 4)

AB-PT Will Announce Production Plans Tomorrow

American Broadcasting-Paramount Theatres will announce its plan for motion picture production at a press conference here tomorrow morning, Sidney M. Markley, AB-PT vice-president, announced yesterday. The meeting will be held at 11 A.M. in the 12th floor Little Theatre of AB-PT's home office.

'New Faces' Boosting Business: Goldenson

Business in theatres of the nation is showing fine improvement and will continue to do so, if the film producers keep slanting a good part of their product to the younger element of the population, according to Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, who has long urged "new faces" for inclusion in films of the present day.

L. H. Goldenson

"The across-the-country wonderful grosses being tabulated by 'Teenage Rebel,' 'Giant,' 'Bus Stop,' 'The Girl He Left Behind' and 'The Eddy Duchin Story' can be projected into sim-

(*Continued on page 6*)

NFS Takes Over in New Haven

See Joint Film Depot Reducing Costs 20%

Is First Time All Companies Have Used Joint Physical Distribution Facilities

By LESTER DINOFF

(Picture on Page 7)

Heralding it as a major step toward the modernization and "streamlining" of distribution, Chester M. Ross, executive vice-president of National Film Service, yesterday at a press luncheon here announced that all companies will operate out of a single joint exchange to be opened next spring in New Haven, Conn.

Ross, speaking in the absence of president James P. Clark, estimated that distribution would save from five to 20 per cent annually in expenses in the New Haven exchange operation in which NFS will handle all backroom work. He said that the opening of the $500,000 joint exchange depot will mark "the beginning of the end of the archaic distribution methods which have been strangling the motion picture industry for the past 10 years."

In a prepared announcement, it was pointed out that "it has taken a long time for film executives to real-

(*Continued on page 7*)

Urges Exhibitors Sue In 'Print Non-Delivery'

Special to THE DAILY

COLUMBUS, O., Nov. 13.—Lawsuits for non-delivery of prints by contract dates by "hundreds of exhibitors" was urged by Irving Dollinger, treasurer of Allied States Assn., at the opening session of the 21st annual convention of ITO of Ohio at the Deshler-Hilton Hotel here today. He said that non-delivery of prints constitutes a violation of clearance.

Dollinger also said a "meeting on methods of improving grosses would be helpful for distributors and exhibitors." He declared that film advertising could be greatly improved and that exhibitors should place ads on television and general news pages to attract readers. He said EDC has

(*Continued on page 2*)

List Industries Nets $2,081,141 in 9 Mos.

The consolidated net income of List Industries Corp., (RKO Theatres) on a proforma basis, for the first nine months of 1956, was $2,081,141 as compared with $1,661,434 before special items for the first nine months of 1955, it was announced yesterday by Dudley G. Layman, financial vice-president of the company.

The proforma figures include the

(*Continued on page 7*)

See Canadian '56 Gross for Theatre Vending Reaching $35,000,000; Credit 'New Ideas'

By HARRY ALLEN, JR.

TORONTO, Nov. 13—An estimate that the national gross for theatre refreshments in Canada should run to about $35,000,000 in 1956, compared with $30,000,000 of last year, provides sweet meat for thought.

This would be roughly about 35 per cent in relation to the grand boxoffice figure of around $100,000,000. The related figure in the U.S.A. is around 40 per cent. It must be remembered that the sale of refreshments in Canadian theatres is about a decade old. In the U.S.A. it has been an important part of the business for three times as long.

Why the success? Bright new ideas for increasing business at the candy counters. These have developed from contests among theatre managers by Canadian theatre circuits. Many have been picked up regularly for U.S.A. use.

Candy grosses are down, but those of hot dogs, ice cream, popcorn and drinks are up, the managers pushing the latter four because of the greater profit margin.

'Story' and Exploitability Vital Today: Nicholson

From THE DAILY Bureau

HOLLYWOOD, Nov. 13.—Exhibitors are swinging away from sole reliance on star names, in their booking, and looking toward story content and exploitability as prime considera-

(*Continued on page 6*)

PERSONAL MENTION

SAMUEL ROSEN, executive vice-president of Stanley Warner Corp.; HARRY M. KALMINE, vice-president and general manager; BERNARD G. KRANZE, vice-president of Stanley Warner Cinerama, and HARRY GOLDBERG, director of advertising and publicity, will leave here today for Cleveland.

•

JOHN DAVIS, managing director of J. Arthur Rank Organisation, Ltd., will arrive in New York from London tomorrow via B.O.A.C.

•

WILLIAM B. ZOELLNER, head of M-G-M short subject sales, is in Pittsburgh today from New York.

•

JOSEPH G. ALTERMAN, assistant secretary of Theatre Owners of America, will return to New York today from a Florida vacation.

•

PHILIP GERARD, Universal Pictures Eastern publicity manager, was in Washington yesterday from New York.

•

HERBERT LEVIN, producer, will return to New York from London today via B.O.A.C.

•

N. PETER RATHVON, managing director of Holiday Films, will arrive in New York tomorrow from Europe via B.O.A.C.

'Anastasia' Bow To Aid Judson Health Center

Twentieth Century-Fox's "Anastasia" will have its world premiere at the Roxy Theatre here on Thursday evening, Dec. 13, it was announced yesterday. Proceeds from the opening will go to the Judson Health Center.

In addition to first night ceremonies, the premiere will also commemorate Dr. Eleanor A. Campbell, who founded the Health Center 35 years ago. The organization provides health services to low income families of mixed foreign groups living in the tenement area of downtown Manhattan.

Hoare Arrives Here

Victor Hoare, managing director of Lion International Films of Britain, arrived here yesterday to discuss co-production deals with several film companies in this country, including "the appearance of top American stars in British pictures." Hoare said he will also discuss "revolutionary conceepts undertaken by English producers to tailor their product for the American market."

Non-Delivery

(*Continued from page* 1)

been ineffectual, but that exhibitors have the power of national buying if they would unite.

Ruben Shor, Allied States president, told the meeting that there is a definite plan to eliminate small town theatres and subsequent runs. He said if exhibitors do not back up their leaders more in the future than in the past disaster looms for exhibition. "If you want to stay in business, exhibitors should forget fighting among themselves," Shor added. He suggested that theatres close for a week or two to focus public attention on exhibitors' plight.

He predicted that the sale of film backlogs to tv will speed up the rate of theatre closings.

Myers Calls for Unity

Abram Myers, Allied general counsel, said in a speech that there is greater division now in the industry than ever before. He said exhibitors should support united action to increase grosses, pointing to the proposed exhibitor tieup with Academy Awards.

20th-Fox Negotiating To Buy London Theatre

LONDON, Nov. 11 (By Air Mail). —20th Century-Fox anticipates closing a deal within the next two weeks for the purchase of Paramount's Carlton Theatre in Haymarket. 20th-Fox took a lease on the theatre, which has a seating capacity of 1,128 and is regarded as one of the West End's choicer show cases, when the company broke away from the Rank Organisation. The lease was set to last until 1960.

Last June Paramount concluded a deal for the sale to the Rank Organisation of seven theatres in Britain for £5,180,000 ($14,504,000).

20th-Fox plans for building its own theatre in the naval port of Plymouth are well advanced. It is expected to be opened by the end of 1957.

Services for R. W. Lea

Funeral services for Robert W. Lea, vice-president and special consultant of Olin Mathieson Chemical Corp. and a member of the boards of directors of Universal Pictures Co. and Decca Records, will be held tomorrow at 2 P.M. at St. Bartholomew's Church.

He died at his home here Monday.

FPCC Dividend

OTTAWA, Ont., Nov. 13.—Famous Players Canadian Corp., Ltd., declared a dividend of 37½ cents on common stock for the quarter ending Dec. 31, payable Dec. 13, to shareholders of record Nov. 22.

Martin Smith Honored At I.T.O. of Ohio Dinner

Special to THE DAILY

COLUMBUS, O., Nov. 13—Martin G. Smith, prominent Ohio exhibitor, was honored at a testimonial dinner tonight at the Deshler-Hilton hotel by the Independent Theatre Owners of Ohio at the organization's annual convention here.

Martin Smith

Smith served as president of the group from 1921 to 1923 and from 1925 to 1952. He has held several executive posts in other theatre organizations during his career as an industry figure.

He has been a vice-president of Motion Picture Theatre Owners of America, president of Allied States Association, and the first president of the Motion Picture Theatre Owners of Ohio in 1921. He resigned shortly to continue as president of the ITO of Ohio until he retired in 1952.

SEC Lists Vogel with 23,300 Loew's Shares

WASHINGTON, Nov. 13.—Joseph R. Vogel, president of Loew's, Inc., in an original report to the Securities and Exchange Commission, shows direct ownership of 23,300 common shares on Oct. 18, according to the SEC.

The agency also disclosed that Dore Schary, vice-president, sold 6,000 shares last month to reduce his direct holdings to 44,000 shares, and that Benjamin Thau, vice-president, sold 2,600 shares, reducing his holdings in Loew's to 19,400 shares.

In other stock transactions during October, the SEC reported that Harold J. Mirisch, vice-president of Allied Artists Pictures Corp., reported the sale of 1,000 shares of common stock by Kenilworth Investment Co., a co-partnership, reducing such holdings to 33,000 shares.

The SEC noted that Howard R. Hughes, beneficial owner of more than 10 per cent of the common stock of Atlas Corp., in an original report, shows beneficial holdings of 961,615 common shares as of May 31, 1956. The above shares which are held in the name of Orrin, Henry & Co., were received in exchange for 1,262,120 shares of RKO Pictures Corp. common stock pursuant to a statutory merger of the two companies effective last May 31.

. . . NEW ROUNDU

'Friendly' Holdovers

William Wyler's "Friendly P sion" is being held over in eve of its first key city engagement cording to Allied Artists. In Ch it is in its fourth week with s and third week grosses neck an with initial stanza returns. At City Music Hall, where the enters its third week tomorrow second week topped the first picture also has started third at the Fox Wilshire, Los An and the United Artists, San Fran

■

Wash., D.C., Losing Theat

Washington, D.C., faces the l another first-run motion picture tre. Morris Cafritz, Washington l er, has purchased a building co ing the RKO Keith's Theatre, announced he plans to conver theatre from films to stage attrac Cafritz paid about $2,000,000 fo eight-story building, buying it the Wotan Theatre Corp. of York.

■

Plan Awards for News

The Theatre Owners and Ope of Georgia at a recent meetin the Variety Club in Atlanta vot present annual awards for the stories published about motion tures in Georgia newspapers.

■

MGM Library to Atlanta

The MGM feature film library been leased to WSB-TV, Atl Charles C. "Bud" Barry, vice-p dent in charge of television for Lo Inc. announced yesterday. The which is MGM-TV's 20th in 90 of operations, gives WSB-TV limited runs over a seven-year pe on more than 700 pre-'49 MGM tures.

Showplace of the Eas
FOR YOUR SCREENING
• Three Channel interlock projection
• 16, 17½ & 35 mm tape interlock
• 16 mm interlock projection
CUTTING & STORAGE ROOMS
MOVIELAB
619 W. 54th St., New York
JUdson 6-0367

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. St Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Wea Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams nup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, days and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Ma Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Her Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York N. Y. under the act March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

OUNTIFUL BOX-OFFICE!

The low-down on dames—with music!

"THE OPPOSITE SEX"

(*CinemaScope—Metrocolor*)

June Allyson, Joan Collins, Dolores Gray, Ann Sheridan, Ann Miller.

This is frightened

"JULIE"

who discovers on her honeymoon that her husband is a killer—and SHE is the next victim.

Doris Day, Louis Jourdan, Barry Sullivan, Frank Lovejoy.
An Arwin Production

All the hilarious fun of the famed stage comedy hit!

"THE TEAHOUSE OF THE AUGUST MOON"

(*CinemaScope—Metrocolor*)

Marlon Brando, Glenn Ford, Machiko Kyo, Eddie Albert.

It's SPY-HIGH with HILARITY!

THE IRON PETTICOAT"

(*VistaVision—Technicolor®*)

Smart Showmanship to team Bob Hope and Katharine Hepburn, first time together in this uproarious story.

A Remus Film

Keeps you in stitches!

"THE GREAT AMERICAN PASTIME"

Tom Ewell, star of "7 Year Itch" in a very funny story with Anne Francis, Ann Miller.

From the edge of your seat you'll see

"EDGE OF THE CITY"

John Cassavetes, Sidney Poitier.
A Jonathan Production

LL FROM M-G-M

(Watch for more good news in this space next week!)

It is wisely said—"One picture THE TEAHOUSE OF THE AUGUST MOON is worth a thousand words . . . One magazine

seventeen

is worth two million readers . . . One reader THE YOUNG WOMAN UNDER TWENTY is worth seven tickets at the box-office!" (Mother, Father, Sister, Brother, Best Friend, Beau, Herself) all go to see SEVENTEEN's Picture of the Month for December:

THE TEAHOUSE OF THE AUGUST MOON

from the famed stage hit starring

MARLON BRANDO
GLENN FORD
MACHIKO KYO

co-starring EDDIE ALBERT

An M-G-M Picture in CinemaScope and Metrocolor

Directed by Daniel Mann — Selected by SEVENTEEN as SCHOOL for classroom discussion — Produced by Jack Cummings

Rules Tower Corp. Can Sue for Treble Damages

CHICAGO, Nov. 13.—The Honorable Julius J. Hoffman has ruled in the Tower anti-trust case, now being heard in U.S. District Court here, that the Tower Building Corp., in its suit against major distributors and Balaban & Katz Corp., has the right to recover treble damages in the amount of $1,500,000 under the anti-trust laws. W. Donald McSweeney, representing the Tower Building Corp., owners of the building housing the Tower Theatre, said it is expected the case will be concluded in a week to ten days.

The plaintiff filed suit against Loew's, Columbia, Paramount, RKO Radio, 20th Century-Fox, United Artists, Universal, Warner Bros., Balaban & Katz, Chicago Orpheum Company, RKO Theatres, Inc., Warner Bros. Theatres, Inc., and Winston Theatres Corp., to prove $500,000 in damages. Under the anti-trust laws suit was instituted for treble damages or $1,500,000.

The Tower suit claims that the defendants "monopolized first runs downtown and first outlying runs, and in a conspiracy put the Tower Theatre in a run subsequent to the Loop and subsequent to the first outlying runs, thus giving the Tower Theatre an inferior playing position to Balaban & Katz and Warner Bros. theatres."

6 Executives Promoted By General Precision

PLEASANTVILLE, N. Y., Nov. 13—Promotion of six executives and the broadening of facilities for research, development and production were announced at General Precision Laboratory, Inc., today by Hermann G. Place, president of GPL and of General Precision Equipment Corp., the parent company.

Dr. Raymond L. Garman, formerly vice-president, has been elected to the new position of executive vice-president and technical director, and James W. Murray, formerly vice-president, was elected executive vice-president and general manager, another new post. Dr. Garman will be responsible for technical administration of the company, including research and development, and Murray for all phases of manufacturing and administration.

Richard W. Lee, director of GPL's Avionic Engineering Division and William J. Tull, director of the Avionic Sales Division, were both elected vice-presidents. Other elections announced at the same time include: William P. Hilliard, formerly a vice-president of Pleasantville Instrument Corp., GPL's manufacturing subsidiary, to president of PIC; and Raymond G. Johnson, controller, to the additional office of assistant treasurer.

Alaska Exhibitor Dies

JUNEAU, Alaska, Nov. 13.—Charles H. Code, veteran motion picture exhibitor of Alaska, died here of a heart attack at the age of 85.

Levy Service

(*Continued from page* 1)

motivate maximum desire to go to the picture."

Levy, who will commute to Coast as required, will provide a cialized form of service consisti his system of analysis for the m approach, arising from a study o picture and a pre-evaluation o dience potentials — and then the creation of new advertising ideas and merchandising plans in collaboration with the distributor's executives.

Raymond L

Prior to his positions in the motion picture trade field, Levy had extensive experience in advertising, merchandising sales promotion for many types tional products. His original was in the advertising agency where he held major executive tions. For six years prior to War II he headed The Raymond Organization, Inc., which serve tional accounts as copy-appea lysts and creators of new ide advertising and merchandising paigns.

Levy sees the motion pictu dustry as having entered an era requires an increased extent of of each picture of importance, the market viewpoint, and a tho analysis of its potential audienc object for each such picture is t row the gap between the numb people who consider going t movies and the number who ac do decide to attend. Levy e sizes that, more than ever befor a separate problem for each p

Renew Appeal to Mo Seattle Theatre Tax

SEATTLE, Nov. 13.—A f appeal for modification of Se amusement tax has been sent t Seattle city council by the Th Owners of Washington. Acc to Dwight L. Spracher, executiv retary, some 109 cities and tow Washington have eliminated amusement tax and some 24 co will have dropped the tax by ary 1.

Spraeher said, "I am sure th council as a whole does not wa be accused of being responsib any part, however small, for the ing of any more neighborhood tres."

W. D. Farrell, 67

SALEM, Ore., Nov. 13.—W Downing Farrell, 67, operat Yakima, Wash., theatres, died heart attack. He was a nati Ellensburg, Wash., and also op theatres in Sunnyside, Wash.

The FIRST Commandment of Showmanship!

HONOR THY TRAILERS!

The primary influence behind more than one-third of total box-office receipts is the coming attraction trailer, whose average daily cost for an average theatre is LESS THAN ONE ADMISSION TICKET!

WOMAN'S HOME COMPANION
Survey showed 31 per cent went to the movies because of TRAILERS!

SINDLINGER
Survey showed 34.2 per cent went to the movies because of TRAILERS!

NATIONAL THEATRES CIRCUIT IN 21 STATES
Survey showed 43 per cent went to the movies because of TRAILERS!

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

Trailers—Showmen's Socko Salesmen!

Goldenson

(*Continued from page 1*)

ilar business to be enjoyed by 'Love Me Tender,' 'Friendly Persuasion,' 'Pride and the Passion' and 'Boy on a Dolphin,'" in the opinion of Goldenson.

The AB-PT chief feels that those pictures in particular, among others, with their young stars—James Dean, Carroll Baker, Rock Hudson, Anthony Perkins, Elvis Presley, Don Murray, Tab Hunter, Natalie Wood, Kim Novak and Sophia Loren provide the teen-agers of the nation with personalities with whom they have a natural affinity.

Cites 'Innate Need'

"The film makers are to be congratulated for taking cognizance of the need of the exhibitor for pictures and players with definite appeal to the young adults," continues Goldenson. "Those people in their teens and twenties have an innate need for stories in which they can visualize themselves and for players with whom they can 'associate' and admire as 'buddies'."

'Story' Called Vital

(*Continued from page 1*)

tions in selecting product, James H. Nicholson, president of American International Pictures, stated on his return from an eastern trip during which he polled circuit operators and leading independent exhibitors in major cities. Nicholson said in part:

"The exhibitor is no longer impressed by promises. He likes proofs, particularly ad proofs, so he can gauge possibilities on the basis of audience experience. He wants to have selling angles pin-pointed. He insists on knowing story angles. He asks for selling tools and buys pictures because of the ads. If the ads have selling ability and the picture has unusual ingredients, he'll set a date fast."

Lewis 'Oscar' M. C.

Comedy star Jerry Lewis will play a return engagement as master of ceremonies for the 29th annual presentation of awards by the Academy of Motion Picture Arts & Sciences March 27, 1957, it is announced by George Seaton, president of the Academy, and John K. West, vice-president in charge of the NBC Pacific Division.

Encyclopaedia Britannica Film Library to Television

Details of the acquisition of the Encyclopaedia Britannica film library by Westinghouse Broadcasting for television use are scheduled to be revealed by officials of both organizations at a press conference here tomorrow. The huge narrow gauge film library covers a wide variety of scientific, educational and entertainment subjects.

One Man's TViews

By Pinky Herman

INEVITABLE—that's just about it. We mean, the fact that on next CBSunday there'll be consternation, chagrin, dismay and gnashing of teeth (Jack's, no doubt) when the "Jack Benny" menage will be confronted with the fact that his ancient and beloved Maxwell has been stolen. The prehistoric vehicle certainly earned a vacation. . . . General Electric execs are so enthused about the story of "The Road That Led Afar" and the great emoting jobs turned in by co-stars Piper Laurie and Dan Duryea, they've invited ye scribes to a special preview this afternoon at the Preview Theatre in Gotham, hostessed by Piper herself. The drama will be CBSeen Sunday, Nov. 25 (9:00 P.M.) . . . An accurate and absorbing profile of Sid Caesar by Jhan and June Robbins is the featured yarn in the latest Redbook Magazine which will be on the stands next week. (Your reporter grew up with Sid's two brothers Dave and Abe in Yonkers and often ate at the St. Clair Restaurant, located at Main St. and Riverdale Ave., which was owned by Sid's father from 1920 until he sold it to Joe & Barney Cohen in 1929.

☆ ☆ ☆

The first femcee in the nine-year history of "CBStrike It Rich" will be Virginia Graham, who'll pinch-hit for Warren Hull when he takes a week's vacation, starting Monday. Producer Walt Framer was quite impressed with the talented blonde when she did a similar chore for Bess Myerson on "The Big Payoff" last summer. . . . Adolphe Menjou, Hollywood's best-dressed actor, who'll be seen Thursday, Nov. 22 on Tennessee Ernie Ford's NBC-TVehicle, is a graduate mechanical engineer with a degree from Cornell University. . . . "Assignment Foreign Legion," an adult adventure teleseries starring Merle Oberon and filmed at the Beaconsfield Studios in England has been acclaimed Britain's top commercial audience-puller with a rating (Television Audience Measurement) of 76.8 last week. The program is produced by CBS-TV Film Sales and is a sure bet for American syndication before long.

Warren Hull

☆ ☆ ☆

Nanette Fabray, Hal March and Don Ameche will co-star in the NBC-TVersion of "High Button Shoes" Saturday, Nov. 24. Script is by Arnie Rosen and Coleman Jacoby, who collabbed on the original script for "The Bachelor," in which Hal March made his tv debut as a leading man. . . . The theme music, featured instrumentally in Mike Todd's sensational "Around the World In 80 Days," has been given lyrics and the beautiful song, just released on the Thunderbird Label as "Around the World," is sung by Jack Haskell, who's been a featured vocalist for several years on Dave Garroway programs. . . . Sir Laurence Olivier's 'Hamlet," which won the 1948 Academy Award and earned for him the "Oscar" for Best Actor of the year, has been skedded for ABC-TV's "Famous Film Festival" 7:30-9:00 P.M. slot and will be seen in two instalments, Sat., Dec. 1 and 8.

Hal March

☆ ☆ ☆

Steve Bennett of McManus, John & Adams, is supervising the filming of a Cadillac commercial in front of the Surf Club in Miami Beach by Transfilm. Same outfit has sent Rogers Brackett of the Grey Adv. Agency to Hollywood to do a similar chore for an Eddie Fisher film spot in color for RCA-Victor, the plug slated for exposure on several important NBChannelled shows next month. . . . Tin Pan Alley sad over the sudden death of Victor Young, a great talent and gentle person. Victor was a close friend and associate ever since the days back in 1929 when he was concert master for Jean Goldkette's famous orchestra and later when both fame and fortune crowned his efforts, he neither lost the common touch nor was he too busy to lend a helping hand or a word of cheer to contemporary musicians and composers.

Hargreaves

(*Continued from page 1*)

lease on the Sutton Theatre in York.

In addition, he said that Norris has been appointed as o director for all of Rank's overse erations.

Davis said that the American company would have offices in ber of the key exchanges in th He said he disagreed with the American pattern of maintaini fices in 30 key exchanges, exp that his American organization would be fewer. He said N Film Service would handle the uct on a dollar per unit ba print handling.

Starting from the Ground

"We are starting from the up and have sufficient guts t a beachhead in the American m Davis said. The announcem the Rank executive is regarde not as a declaration of war American industry, but a dema Britain be given a chance in A in comparison to the U. S. in fruitful share in the British Even though Hollywood finds profitable to make "British" here, Rank wants a share of the ican harvest, Davis indicated.

On the leasing of the Suttor tre, Davis said Rank acquir "art" house for one year with on years hence. He said tha will acquire theatres in oth cities if the problems of distr demand it.

Entered Industry in 193

Hargreaves entered the film try in 1935 as secretary of 20t tury-Fox Film Co., Ltd., and in later years with British tonews, 20th Century Prod Ltd., Wembly Film Studio ar eral Film Distributors. In 1 was joint assistant managing of Odeon Theatres, and after director of Gaumont-British Corp., Ltd.

Norris is a director of J. Rank Organisation, Ltd., and tor of a number of JARO's su organisations.

Technicolor Earnin

(*Continued from page 1*)

first nine months of 1956, afte amounted to $1,026,000, or 5 a share on the 2,027,000 sh stock of Technicolor, Inc., ou ing, it was announced. This co with $1,792,000, or 90 cents earned in the corresponding of 1955.

Dr. Herbert Kalmus, presid general manager of the Tecl companies, in announcing the of the board, said, "During t 1956, Technicolor estimates t approximately $750,000 for r development, and running-in connection with its entry in new fields—amateur color fil cessing and graphic arts."

ational

re-Selling

ALT DISNEY, with his brain children, Mickey Mouse, Snow e, the Seven Dwarfs, the Three Pigs, Donald Duck and all the s, appear on the full-color front of "The Saturday Evening " Nov. 17 issue. The cover in- ces an eight-part article titled Dad, Walt Disney." It was writ- y his youngest daughter, Diane, Pete Martin, motion picture edi- f the "Post."

comes at a good time for theatre rs, for during the appearance e article, two of Walt Disney's will be released, "Secrets of and "Westwood Ho! The ns."

•

rshall Scott in the November of "Cosmopolitan," when re- ng "The Best Things in Life Are says "The high-hearted twen- nd the rather lower-keyed early s are the background for this filled saga of the great tune- team of De Sylva, Brown and erson. The tunes are neat."

•

ie Ten Commandments," report notion picture editors of "Life" Nov. 12 issue, "is a gigantean of spectacles showing the es God wrought, the fleeing Jews ng over the desert, and the analia before the Golden Calf. gh point is the solemn moment the fiery finger of God enscribes en Commandments on the tab- red granite."

fe" tells their pictorial story uously. The highlight scenes of lm are reproduced in striking photos on a two-page spread, n single pages.

•

Miller reports in the November of "Seventeen" that "Port ie" is an entertaining thriller a Moroccan locale. His review strated with a photo made on n.

•

coverage of motion pictures g increased in "McCall's." The ber issue has two articles on which are now in release.

of the pictorial stories reports Charlton Heston and his three- s-old son, Fraser, both played rt of Moses in "The Ten Com- nents."

•

Wilson has written an amus- rsonality story on Glenn Ford, f "Teahouse of the August for the Nov. 18 issue of can Weekly." Glenn has been d to Eleanor Powell, the dan- r 13 years. She calls him "my x and interesting husband."

•

Nichols has written an in- g profile of Carroll Baker, star by Doll," for the November f "Coronet."

WALTER HAAS

M. P. DAILY picture

THE PRESENTATION, by Chet Ross, head of Bonded Storage and executive vice-president of National Film Service, at the latter's luncheon yesterday. With him as he told about "Film Row of 1957": Tom Wise of the Wall Street Journal; Bob Adleman, public relations counsel; Ira Stevens, NFS general manager; and George Glozer, public relations director.

One Master Exchange for NFS

(*Continued from page* 1)

ize that the film industry, just like other businesses, must streamline, be fluid and present an appearance commensurate with its importance to the nation's economy." He pointed out that while every customer of NFS has shaved distribution costs at least 10 per cent, the consolidated operation "should lead to even greater economy in addition to the money saved in leases, personnel losses, and other overhead expenses which the distributors will no longer have to bear."

Ross said that NFS has plans to expand this operation of joint backroom work to other exchange cities sometime in the future. He said that options have been acquired by NFS in three other cities on land to construct a building and that NFS is currently constructing a film and office depot in Atlanta and Denver.

Will Serve 11 Companies

In discussing the joint operation, Ross said that NFS in New Haven will handle the backroom work for Allied Artists, Buena Vista, Columbia, M-G-M, Paramount, Republic, RKO Radio Pictures, 20th Century-Fox, United Artists, Universal Pictures and Warner Bros., in the new exchange building. He said that these companies will initially have two big savings—in rent and by entering into five year leases instead of long term leases. Ross said that the construction of the New Haven exchange building was brought about by Connecticut's plan to build the State Thruway through the present Film Row.

The depot will be in a 35,000 square foot, two-story, air conditioned building, in Hamden, Conn. Eight thousand square feet on the first floor has been set aside for offices, while the remaining space will be occupied by the NFS shipping and handling facilities.

"This the first time that film handling will be done by one organization in a single, modern building for all major distribution companies," Ross said.

NFS currently handles the backroom work for UA, RKO and Buena Vista in all 33 exchanges; Republic, 19; Allied Artists, 10; Paramount, seven; Warner Bros., three; Columbia, three; Universal, three; Loew's, two, and 20th-Fox, one.

The board of directors and stockholders of National Film Service, will meet Nov. 16-18 at the Sheraton Blackstone Hotel in Chicago, it was announced yesterday.

List's Report

(*Continued from page* 1)

operations of Gera Corp. for the nine months rather than for the period after its acquisition as a subsidiary on May 9, 1956.

After adjustment for special nonrecurring items, the net income for the 1955 period was $1,473,722.

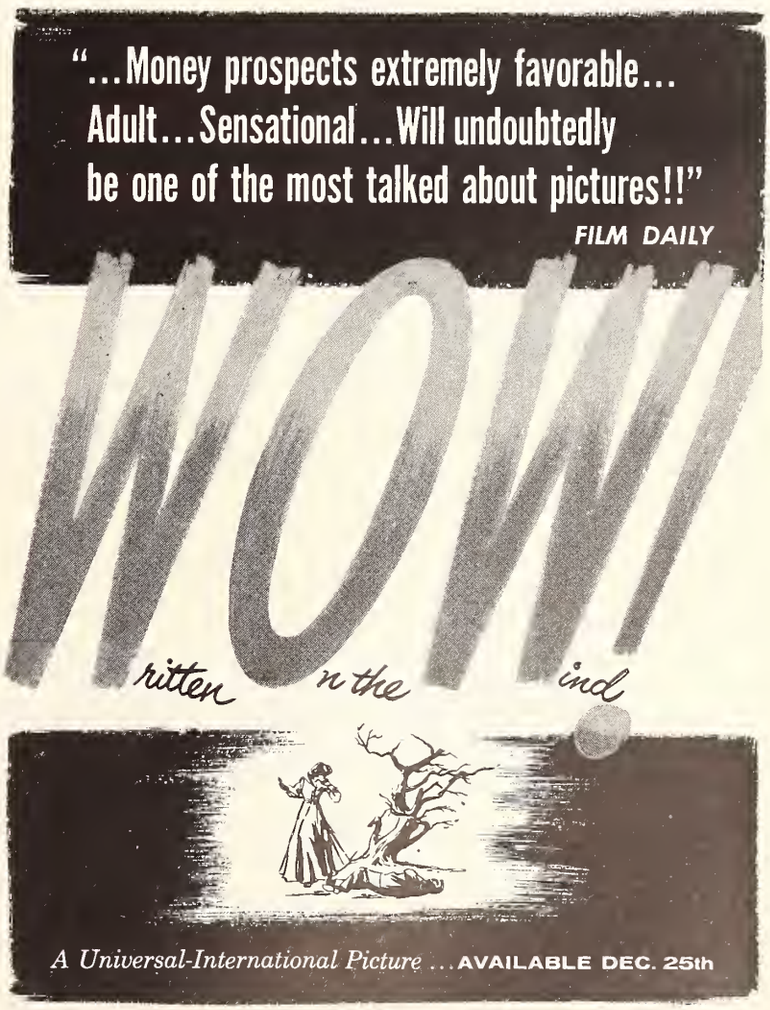
Based on the shares outstanding at the end of each of the periods, the proforma earnings per share for the first nine months of 1956 amounted to 47.6 cents compared to 51.6 cents before special items and 45.8 cents after special items for the first nine months of 1955.

Two Items Excepted

These figures do not reflect the sale of one non-operating property and a contract to sell and lease back one operating property, both of which occurred at periods subsequent to Sept. 30, 1956.

Kochevety Services

CHICAGO,, Nov. 13.—Burial services were held today for Louis Kochevety at the Grace Methodist Church, South Bend, Ind. Kochevety died in St. Luke's Hospital here. He was the owner of several theatres in Indiana, including the Colfax and A-1 in South Bend; the Tivoli and Northside at Miswauka; the Moonlight Drive-In, South Bend, and the Starlite in Osceola, Ind.



DOMESTIC SERVICE
Check the class of service desired, otherwise the message will be

WESTERN UNION

1200 (4-53)

INTERNATIONAL SERVICE
Check the class of service desired, otherwise the message will be sent at the full rate

FULL RATE	
LETTER TELEGRAM	
SHORE SHIP	

success is written all over

BUDDY ADLER
STUDIO

TEENAGE REBEL OPENINGS WONDERFUL. AT OPENING IN ATLANTA MORE TEENAGERS AND PEOPLE UNDER THIRTY THAN HAVE EVER BEEN IN THEATRE. MANY OTHER THEATRES REPORTING SAME EXPERIENCE WITH YOUNG PEOPLE. HARRY BALLANCE ADVISES THIS PICTURE IS THE GREATEST SURPRISE OF THE YEAR FOR US AND WE STRONGLY FEEL YOU SHOULD TAKE EVERY ADVANTAGE OF THE BOX OFFICE FIGURES BY LETTING THE INDUSTRY KNOW THAT WE CAN MAKE SLEEPERS, TOO
PICTURE IS WELL RECEIVED AND [illegible]. INDIANAPOLIS REPORTS [illegible] SENSATIONAL RETURNS. ADDITIONAL ENTHUSIASTIC [illegible]RETURNS COMING IN FROM LOS ANGELES, NORTHWEST, TEXAS, SAN FRANCISCO, KANSAS CITY, CLEVELAND AMONG OTHERS. DETROIT REPORTS PICTURE [illegible] BRINGING BACK LOST AUDIENCE AND BRINGING [illegible] IN NEW AUDIENCE AS WELL
ALL THRILLED WITH [illegible]
HOPE THAT OTHERS OF THIS TYPE WILL BE [illegible]
FORTHCOMING NEXT YEAR. BEST REGARDS.

ALEX HARRISON

TEENAGE REBEL

THE NEW SENSATION OF THE INDUSTRY FROM 20th CENTURY-FOX

starring

GINGER ROGERS · MICHAEL RENNIE · with Mildred Natwick · *and three stars of the future* BETTY LOU KEIM · WARREN BERLINGER · DIANE [illegible]

Produced by CHARLES BRACKETT · Directed by EDMUND GOULDING · Screenplay by WALTER REISCH and CHARLES BRACKETT

CINEMASCOPE

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

80, NO. 94 NEW YORK, U.S.A., THURSDAY, NOVEMBER 15, 1956 TEN CENTS

ITORIAL

wer and Better' eatres Policy

By Sherwin Kane

JOR circuits throughout the ountry are in the process of win- owing losing and "fringe" thea- rom their operations, with the d intent of retaining only those s which experience has demon- d can be continued in opera- with a reasonable expectancy of

e policy would seem to make inasmuch as there is little justi- n for retaining theatres which, emonstrable reasons, such as ation shifts, plant obsolescence dverse conditions surrounding theatres, no longer can be op- l profitably.

•

interesting sidelight is that the tors who have espoused this are eloquently on record con- g the so-called product shortage re vigorously critical of the pro- n policy of "fewer and better" that presumably gave rise to it. ducers-distributors have de- d that production policy with eminder that in today's market ublic will not pay to see ordinary es and can be attracted to the e only by the outstanding qual- oductions.

e origin of the policy was in the ed market conditions, and many cers-distributors are convinced without it they could not long e economically.

•

s it would appear that in adopt- he policy of "fewer but better" es, circuits are pursuing, per- under a like compulsion, the policy which they condemn on roduction-distribution side. The difference would appear to be producers-distributors are still on the "fewer hut better" thea- olicy.

newhere in this situation is a in tolerance and understanding e other fellow's position and the s why he acts as he docs. The there is of such understanding, ess dissension in the industry is likely to be.

CMPS Joins With IATSE

Special to THE DAILY

MILWAUKEE, Nov. 14. — The Colosseum of Motion Picture Salesmen of America has voted to affiliate with the IATSE, according to an announcement issued here by David Bartell, general counsel for the Colosseum. The vote was taken at the Colosseum's annual convention in St. Louis last Saturday, where it was said an official statement of results would be made later.

The Colosseum, which has been the bargaining representative for the film salesmen since 1948, voted for the affiliation "to give added strength to

(*Continued on page 2*)

Court Orders Regents To License 'Garden'

Special to THE DAILY

ALBANY, N. Y., Nov. 14—The Appellate Division this afternoon reversed the New York Board of Regents and ordered it to license "Garden of Eden," located in a Florida nudist colony. A license for the feature, distributed by Excelsior Pictures Corp., had been denied by the State Education Department's motion picture division, last spring, unless scenes depicting nudity were deleted. On appeal, the Regents upheld the division, ruling the scenes "indecent" within the meaning of the New York licensing statute.

In ordering a reversal four judges

(*Continued on page 6*)

Treyz Appointed V-P Of ABC TV Network

Oliver Treyz has been elected vice-president in charge of television network for American Broadcasing Co., it was announced yesterday by Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres, Inc.

Oliver Treyz

Treyz was appointed head of the television network in October of this year. He served as president of the

(*Continued on page 6*)

Business Up in Atlanta Except for Drive-Ins

Special to THE DAILY

ATLANTA, Nov. 14—Theatre business this fall in this area is somewhat better this year than last. However, the drive-ins are not doing as well as in previous years and many have closed already for the season. In the rural sections business is a little better than last year, with some exhibitors attributing this to lowered prices made possible by the tax cut.

Many local theatremen do not think that television has hurt their business.

Ask Meet for 'Status Report' On MPA Plan

The business building coordination committee of the Motion Picture Association of America is attempting to set up a meeting with the Council of Motion Picture Organizations and top exhibition leaders to present a "status report" on the MPAA's six point program designed to boost the box office, it was reported yesterday.

The committee is seeking to hold

(*Continued on page 6*)

NFS Move Seen Part of 'General Streamlining'

The consolidation of backroom work in the distribution companies domestic exchanges is only one phase of the industry "streamlining" survey now being conducted by Booz, Allen & Hamilton in behalf of the Motion Picture Association of America, it was reported here.

The management consultant firm, which has been retained by an MPAA

(*Continued on page 6*)

Gross Up, Net Off, for Quarter, AA Reports

From THE DAILY Bureau

HOLLYWOOD, Nov. 14 — Bright prospects for a "gradual upturn that will put the company on a plateau of profitable operation" was described by Allied Artists president Steve Broidy at the annual stockholders

(*Continued on page 6*)

For U. S. Cos.

South America Gross Billings Increase 35%

Corkery Reports to MPEA Following 12-Week Survey

By LESTER DINOFF

Gross billings in local currency for American producer - distributors in South America "on an average are up from 30 to 35 per cent" this year, according to Robert J. Corkery, vice-president of the Motion Picture Export Association, who recently returned to New York from a 12-week trip through that market.

Corkery's opinion was presented here yesterday following a more detailed report given to the board of directors of the MPEA earlier this week. At that time, the executive went into the problems confronting member companies in Argentina, Brazil, Peru, and Colombia, the countries he toured.

"Despite the problems of controls

(*Continued on page 2*)

Reelect Horace Adams President of Ohio ITO

Special to THE DAILY

COLUMBUS, O., Nov. 14.—Horace Adams, Cleveland, was reelected president of the Independent Theatre Owners of Ohio at its concluding convention session here today. Other officers elected are F. W. Huss, Jr., Cincinnati, first vice-president; Judge Hoy L. Russell, Millersburg, second vice-president; Charles Sugarman, Columbus, treasurer, and Robert Wile, Columbus, secretary.

Horace Adams

Ruben Shor, Cincinnati, and Leon Enken, Warren, were added to the board of directors, raising board membership to 19.

The convention approved resolu-

(*Continued on page 2*)

PERSONAL MENTION

KENNETH HARGREAVES, newly-elected president of J. Arthur Rank Film Distributors, Inc., will arrive here today from London via B.O.A.C.

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ALFONSO PULIDO ISLAS, general manager of Cimex, and BLAS LOPEZ FANDOS, of Peliculas Nacionales, have arrived in New York from Mexico City.

•

JOHN PHELAN, booker for RKO Radio in Philadelphia, has left the company after an association of 31 years.

•

ROBERT GROSS, district manager in Milwaukee for Smith Management Co., has been elected president of the Suburban Bluemond Road Businessmen's Association of that city.

•

NAT LEVY, RKO Radio Eastern sales manager, will return to New York tomorrow from Washington and Philadelphia.

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E. B. COLEMAN, M-G-M Southwestern press division head, has returned to Dallas from New York.

•

MRS. HOWARD MAHLER, wife of United Artists' New York booker, has given birth to a daughter at Peck Memorial Hospital, Brooklyn.

Virginia Business Off; Exhibitors Blame TV

Special to THE DAILY

RICHMOND, Va., Nov. 14. — Owners of 60 Virginia theatres feel that the massive backlog of films available to and being shown on television this season has had a definite effect on the box office. Although most were not explicit as to the amount of slump, some reported that business had fallen over eight per cent compared to last year at this time.

"Wizard of Oz," from the Metro-Goldwyn-Mayer backlog, and "Good Sam" of the Paramount-Rainbow library, were named as two television-shown films that theatre men thought had specifically hurt business.

Such films were not alone in hurting theatre business, the industry people said. "Spectaculars" were cited as being particularly hard on attendance. The appearance of Elvis Presley on weekend television as well as the many celebrities appearing on variety shows were blamed for cutting patronage. "Playhouse 90" was singled out as the newest program on television hurting business.

South American Billings Up

(*Continued from page* 1)

on admission prices and the inflationary economy in these countries, business for U.S. companies is up over last year," Corkery said. "Negotiations to boost admission prices will bear fruit by the end of the year in Argentina," Corkery said, adding he is hopeful that the 10 peso ceiling on CinemaScope and other "special effects" product would be lifted and a sliding scale on admissions put into effect.

In Brazil, business is "up substantially despite a depreciated economy," Corkery stated. "In Colombia, the exchange and economic problems are very serious," he said, adding that "negotiations there have been very favorable," and that he is "hopeful adjustments will take place."

Corkery said he presented the MPEA board of directors with a report which included mention of discussions with South American governmental leaders concerning motion pictures and how each country's regulations affects them.

The MPEA directors, who met here last Tuesday afternoon, also heard reports sent into the home office by vice-president Irving Maas, who is currently in Tokyo, on Far East affairs. They also discussed an import regulation problem in Malaya.

CMPS Joins

(*Continued from page* 1)

all of the employees in the motion picture industry. The action will result in mutual benefits," Bartell said.

The Colosseum will maintain its name and identity and will function under its own constitution. All members in good standing will be continued in membership, it was said.

Richard Walsh, IATSE general president, issued a statement in which he said. "I am impressed with the caliber of the membership of the Colosseum and the fine reputation it has established in the industry. I feel there is a definite place in our organization for the Colosseum and that such an affiliation will prove mutually satisfactory."

GPEC Dividend

Directors of General Precision Equipment Corp. have declared a dividend of 60 cents per share on the common stock, payable Dec. 15, 1956, to stockholders of record on Nov. 30, 1956. Directors also declared a regular quarterly dividend of $1.18¾ per share on the $4.75 cumulative preferred stock and a quarterly dividend of 40 cents per share on the new $1.60 cumulative convertible preference stock, both payable Dec. 15, 1956, to stockholders of record on Nov. 30, 1956.

Blass, WB Manager

DES MOINES, Nov. 14.—Herb Blass, 65, Warner Bros. branch manager here, died Friday at the Mercy Hospital. Blass, who was buried in Minneapolis Tuesday, is survived by his wife, mother, daughter and son. He joined Warner Bros. in 1930 as a booker in the Minneapolis branch, where he served successively as office manager and salesman until his promotion to branch manager in Des Moines in 1954.

CBS 9-Month Income Reported $9,368,073

Consolidated net income of Columbia Broadcasting System, Inc., was $9,368,073 for the first nine months of 1956, an increase of 7.4 per cent over the $8,718,713 earned in the comparable period of 1955, it was announced yesterday at the meeting of the Board of Directors by William S. Paley, chairman. The current earnings are equivalent to $1.25 per share compared with $1.19 per share for the first nine months of 1955.

Net revenues and sales for the first nine months of 1956 totaled $256,379-847, as compared with $225,841,652 for the corresponding period last year. This represents an increase of 13.5 per cent.

The board elected Merle S. Jones, recently named to succeed J. L. Van Volkenburg as president of the CBS Television Division Jan. 1, 1957, as vice-president and director of Columbia Broadcasting System, Inc., effective with the assumption of his new duties.

'Ten Commandments' Bows in Hollywood

HOLLYWOOD, Nov. 14. — The Cecil B. DeMille-Paramount production of "The Ten Commandments" had its local debut here tonight with a special invitational opening at the Stanley Warner Beverly Hills Theatre.

In attendance were DeMille and several of the stars of the production, including Charlton Heston, Yul Brynner, Anne Baxter and Yvonne DeCarlo. Notables from throughout California included leading ecclesiastics and educators, as well as distinguished personages from business, professional and fraternal spheres.

Television reporters filmed numerous interviews with celebrities for later broadcasting.

Elect Adams

(*Continued from page* 1)

tions opposing compulsory censor for pictures, press and other medi public information, urging produc of more family type films, and fa ing legislation whereby parents w be held civilly liable for prop damage caused by minor children

Other resolutions extended reco tion to the "untiring efforts" of p ident Horace Adams in behalf of association and to Robert Wile for "excellent performance of his dut

Adams said it is deplorable exhibition, which represents a 3 bi dollar investment allows itself to dictated to by distributors. "It case of the tail wagging the d Adams said. "If we could get 70 cent unity among the nation's exl tors we could dictate terms, not we want to become dictators."

Attendance Rise Cited

Al Sindlinger, industry rese analyst, told the delegates that titles cut grosses heavily and that tiple day-and-date showings cost industry 10 to 15 million dollars week. He said attendance rose a low of 24 million patrons in week last December to a high year of 83 million in July. Last attendance was 37 million, he said the 42 million who viewed Wizard of Oz" on tv five mi would otherwise have gone to a atre, he declared.

General Precision Sal Earnings Up for Quar

General Precision Equipment C yesterday reported third quarter and earnings ahead of the 1955 quarter. But nine month figures behind the totals for the same pe a year ago.

Consolidated net sales for three months ended Sept. 30, were $35,579,263, and consolid net profit was $613,901. After ferred dividends, these earnings equivalent to 41 cents per com share on 1,125,380 shares of com stock outstanding. Sales for the period a year ago were $31,456 and net profit was $201,594, cents per share on 1,031,644 com shares outstanding.

For the second quarter e June 30, 1956, sales were $41, 373, and profit was $807,585, o cents per share on 1,066,579 com shares outstanding.

Morgan Leaving ABC

Harold L. Morgan, Jr., vice-ident and controller of Ame Broadcasting Co., has resigned post to accept an executive pos with McCann-Erickson, Inc. He take up his new duties with agency on Jan. 1.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. W Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams nup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, days and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." M Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture H Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a pa Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York N. Y. under the March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

. . . NEWS ROUNDUP

dison Foundation Fete

The second annual National Mass edia Awards dinner of the Thomas va Edison Foundation will be held the Waldorf-Astoria Hotel here ec. 3, Charles Edison, honorary esident, announced. About 300 ests from the communications in- stries will witness the presentation awards for 1956 for films, television d radio. Ralph Cordiner, president General Electric, will be the eaker. Mary Pickford, Edison and harles Kettering, Foundation presi- nt, will make the awards. Cecil B. eMille, Spyros P. Skouras and Gen. avid Sarnoff are trustees of the oundation.

■

regory Firm Name Changed

Gregory-William Enterprises, Inc., ganized several years ago as a mo- n picture production unit by Paul egory, Hollywood producer, and illiam Goldman, head of the Wil- m Goldman Theatres in Philadel- ia, has amended its charter of in- rporation to provide for a name ange. The new name of the cor- ration, continuing its registered of- e in the Philadelphia offices of the ldman circuit, will be Gregory En- prises, Inc.

■

Doll' Bow To Aid Actors

The world premiere of Elia Kazan's aby Doll," which Warner Bros. is leasing, will take place for the bene- of the Actors' Studio on Tuesday ght Dec. 18, at the Victoria Theatre re. The opening will be followed a supper-dance for ticket-holding ests at the Grand Ballroom of the aldorf-Astoria Hotel.

■

anuck off to B.W.I.

Darryl F. Zanuck, producer of "Is- nd in the Sun," will leave New York er this week for Barbados, B.W.I., here the CinemaScope film is before e cameras. Zanuck will stay with e company until all photography is ished and then go to London with e entire cast.

B-PT Extra Dividend

American Broadcasting-Paramount heatres has declared an extra com- n stock dividend of 30 cents per are, an increase of 10 cents over t year's extra dividend, in addition the regular quarterly dividend of cents a share, it was announced sterday by Leonard H. Goldenson, esident. The board of directors o declared a quarterly dividend of cents on preferred stock, Golden- n reported. Dividends are payable Dec. 20, 1956, to holders of rec- d on Nov. 26, 1956.

Economic Conditions Hurt Oregon Theatres

Special to THE DAILY

SALEM, Ore., Nov. 14—Motion picture theatre business over Sept.-Oct. in this area dropped 25 per cent under that recorded for last year during the same period, managers have reported. Television was not the only factor cited as important, as the managers also blamed increasingly severe economic conditions in this area.

Tightening money is slowing down lumber production, one of the major industries in this section of the country. Wages have been cut and costs have risen, causing the theatre-going families to budget more strictly. The decreased lumber production has also served to sharply cut back construction and engineering projects, spreading the budget hardships among more families.

A noticeable increase in installment buying was mentioned by the theatremen as an important factor in their attendance decline. Credit is being watched closely by merchants and consumers as the business decline is expected to continue through the winter.

Several suburban theatres recently invested in obtaining first run pictures before they played the downtown situations. They reported substantial box office returns on what was considered "a brave gamble."

French 'Crisis' Blamed On Foreign Films

By HENRY KAHN

PARIS, Nov. 12 (By Air Mail)—The economic crisis which the French film industry is currently undergoing is due primarily to ceilings placed on the price of seats and also to foreign films, according to a report published by the Economic Council.

One example cited: out of some 400 million seats sold last year, 200 million benefited imported films. Two hundred foreign films are imported into France each year as against French production of from 110 to 125 films. The situation has resulted in a French surplus production and has incited agitation favoring a shutdown of production.

It is pointed out that the lapse of time between termination of a film's production and its screening grows ever longer. Of the films produced during the year ending June 1955, some 65 films have not as yet been released. The impact of tv is being felt in France.

Akin, Service Engineer

DALLAS, Tex., Nov. 14 — Jesse Otto Akin, service engineer for a theatre supply company here, died in a local hospital following a heart attack. He was 56. He was employed for 16 years by the Interstate Theatre circuit in Dallas as a maintenance mechanic. For the last nine years, he was associated with Hardin Theatre Supply Company as service engineer and mechanic.

List Films for Showing For Japanese Week

Features and short subjects from six Japanese motion picture producers will be presented at the Japanese Film Week to be held at the Museum of Modern Art here, Jan. 20-25, by the Motion Picture Association of Japan in conjunction with the Foreign Film Advisory Unit of the Motion Picture Association of America.

The first Japanese Film Week is being sponsored by the Japanese Embassy in the U. S. and the Far East film group. It is reported that several top feminine film stars of Japan, as well as some well-known film directors, will be visitors here.

Takashi Koide of Shochiku Co., Ltd., and Goro Uzaki of Toho Co., Ltd., both of Los Angeles, will work here to prepare the Film Week.

Listed below are the names of the producing companies and the titles of the features and short subjects each will screen during the Japanese Film Week: Shochiku Co., Ltd.—feature, "Namida"; short, "Bunraku"; Toho Co., Ltd.—"Joshu To Tomoni" (Women in Prison); "Kiri No Nakano Shojo" (A Girl in the Mist); Daiei Motion Picture Co., Ltd.—"Yoru No Kawa" (Undercurrent); "Nankyoku Hogei Sendan" (Whaler Group in South Pole); Shin Toho Co., Ltd.—"Onryo Sakura Daisodo" (Appeal on the Cross, the Story of Sakura Sogoro); "Katsura Rikyu" (Katsura Imperial Villa); Toei Motion Picture Co., Ltd.—"Yoja No Maden" (Conflict of Magicians); "Noguchi Hideyo No Shonen Jidai" (The Boyhood of Dr. Noguchi); and from Nikkatsu Co., Ltd.—"Biruma No Tategoto" (The Harp of Burma); "E Okaku Kodomotachi" (Children Who Draw).

Book 'Fantasia' in 19 Theatres in N. Y. Area

Walt Disney's "Fantasia" has been booked to play in 19 theatres in and around New York starting Wednesday, Nov. 21, Buena Vista, distributors of the film, announced yesterday.

A special screening has been set for 500 music teachers, school editors, and music students attending schools in the metropolitan area at the Sutton Theatre on this Saturday morning. In addition to seeing the film in Technicolor and SuperScope with stereophonic sound, those attending the Sutton will receive textual and illustrative material dealing with the actual production of the picture.

Viking Suit Filed

PHILADELPHIA, Nov. 14.—The Viking Theatre has filed suit in U. S. District Court here asking $1,800,000 damages in an anti-trust action against the eight major film distributors and three Philadelphia first run exhibitors. The complaint charges that a conspiracy in restraint of trade and in violation of the anti-trust laws has been practiced since the inception of the Viking. The theatre is owned by Harry Sley.

Japan Moves To Regulate Film 'Morals'

By A. C. PINDER

TOKYO, Japan, Nov. 10 (By Air Mail).—Two moves are underway in Japan to impose the first post-war regulations on the screening of motion pictures. The first is being carried out by the Motion Picture Code of Ethics Committee, which is scheduled to be revised this month to include participation of 10 major U.S. motion picture companies.

The new committee will examine Japanese and imported pictures as to their moral qualities, and the chairman will have much the same status as a commissioner in organized baseball.

One Move Is Governmental

The second move is a government one aimed at the drafting of legislation to prevent juveniles from seeing motion pictures deemed unfit for them. The Central Youth Problem Council is behind this move to prevent young people from seeing films "stimulating sex feeling and fostering rough manners" by providing punishment for theatre owners who admit persons under 18 to "not for juveniles" films.

Meanwhile, the Education Ministry's project to purchase "good films" for display to the public has run into opposition by theatre operators, who say that they will have to go out of business if they have to show pictures picked by public organizations as "being good." Theatre owners have refused to show the films offered by the government and tried coercive measures to prevent their being shown in their districts.

SPG 'Journal' Finds 'Good News Holding'

HOLLYWOOD, Nov. 14. — The Screen Producers Guild "Journal," edited by producer Jud Kinberg, says editorially in the edition being circulated this week, that the "crescendo of good news seems to be holding as the fall season gets under way. There have been many explanations for a sudden about-face that saw weekly attendance go from thirty millions to eighty millions. All of the explanations came after the fact. The most obvious reason lay in the release of a group of big pictures.

"The upturn at the box office is good news indeed. But the question is whether it will obscure the continuing need to re-assess Hollywood's future and try to get some answers before the fact as to methods of future operation."

Contributors to "Journal" include Jerry Wald, Albert E. Sindlinger, Colonel H. A. Cole, Walter Reade, Jr., Robert Moscow, Stephen Watts, David Goulding and Gerald Pratley.

GIANT

GEORGE STEVENS' PRODUCTION

FROM THE NOVEL BY EDNA FERBER PRESENTED BY WARNER BROS.

IN WARNERCOLOR STARRING

ELIZABETH TAYLOR
ROCK HUDSON
JAMES DEAN · AND PRESENTING CARROLL BAKER

Watch her! ↙ New star!

ALSO STARRING
JANE WITHERS · CHILL WILLS · MERCEDES McCAMBRIDGE
SAL MINEO · WITH DENNIS HOPPER · JUDITH EVELYN · PAUL FIX · SCREEN PLAY BY FRED GUIOL AND IVAN MOFFAT

PRODUCED BY GEORGE STEVENS AND HENRY GINSBERG · DIRECTED BY GEORGE STEVENS

PRESENTED BY WARNER BROS. · MUSIC COMPOSED AND CONDUCTED BY DIMITRI TIOMKIN

LL-TIME HOUSE RECORD!
PARAMOUNT THEATRE, DENVER

LL-TIME HOUSE RECORD!
STATE THEATRE, AUSTIN

LL-TIME HOUSE RECORD!
STANLEY THEATRE, PITTSBURGH

LL-TIME HOUSE RECORD!
PARAMOUNT THEATRE, SAN FRANCISCO

LL-TIME HOUSE RECORD!
ST. LOUIS THEATRE, ST. LOUIS

LL-TIME HOUSE RECORD!
MAJESTIC THEATRE, SAN ANTONIO

LL-TIME HOUSE RECORD!
WARNER THEATRE, MILWAUKEE

L-TIME HOUSE RECORD!

'Status Report'

(*Continued from page 1*)

this conference so that "support and participation from all segments of the industry can be secured" for the program which some segments of the industry hope to launch this coming January as a "Golden Jubilee."

The MPAA six-point program is based on recommendations from its advertising and publicity directors committee, which proposed merchandising and promotional avenues to bolster business. Among these recommendations were proposals for a Hollywood Press Conference, executive field trips, contest and premium stamp plans, including an "Oscar Sweepstakes," industry survey, advertising billings, and an advertising campaign.

This conference, according to an advertising and publicity directors committee member, would be far more a "status report," at which time everyone would be brought up-to-date on progress made by sub-committees working on all of the proposals.

Tamarin Heads Committee

A sub-committee, headed by Alfred Tamarin of United Artists, has been working on the "Oscar Sweepstakes," and has held preliminary conferences thus far with COMPO officials in regard to having the MPAA contest supplant the COMPO Audience Awards campaign.

The MPAA appointed a staff member, Arthur DeBra, to coordinate all activities of the program for merchandising tie-ups for the contest which would be run in conjunction with the 1957 presentation and nominations of the Academy Awards. Thus far, COMPO officials have been non-committal about the MPAA suggestions and it is felt, according to the advertising - publicity executive, that this "status report" meeting "would clear the air."

The sub-committee headed by Gil Golden of Warner Bros., which is working on advertising billings, is preparing a consise report. This report will be presented to the West Coast studio heads by Barney Balaban, president of Paramount Pictures and Golden, within the near future.

Treyz Named

(*Continued from page 1*)

Television Bureau of Advertising for 20 months prior to his return to ABC where he had been in charge of research and development and later in charge of the radio network. Before joining ABC in 1948, Treyz was with Sullivan, Stauffer, Colwell & Bayles.

SAVE MONEY ON PREVUES
Use Filmack's New, Deluxe
TEASERETTE TRAILER
$1.75 each
3 Frames With Copy, Photos and Off Stage Talk
IMMEDIATE SERVICE!
NO CONTRACTS NO RETURNS
Use as Prevues, Advance or Cross Plugs!
Used by many circuits
FILMACK 1327 S. Wabash Chicago, Ill.

REVIEW:

The Desperadoes Are in Town

Regal-20th Century-Fox

IN THIS REGAL Films production released by 20th Century-Fox, Robert Arthur, now 26, graduates from baby-faced juvenile roles and sets out to alert all and sundry that he can be a mean hombre when he wants to. He succeeds only fairly well in convincing audiences that he would be the type to desert farm-boy privations and a dissolute father in the post-Confederate South, and head West for bad-man high-jinks robbing banks and stage coaches in Texas.

After a while the boy realizes the error of his ways and turns homeward. He finds his parents have died, and he starts to build the farm anew with the help of his devoted girl-friend, Kathy Nolan. Our young hero's past, however, catches up with him. The film is in black-and-white Regalscope, an anamorphic process compatible with CinemaScope.

Rhodes Reason does the best acting of the cast as a young desperado who lures Arthur into his life of crime. Competent in their roles are such as Rhys Williams, Dave O'Brien, Kelly Thordsen, Mae Clark and Robert Osterloh. Kurt Neumann produced, directed and wrote the screenplay with Earle Snell. The doings cover familiar ground, but there are some suspense-laden twists toward the end when young Arthur, now reformed, gets the best of two members of the gang who try to coerce him into robbing his home town bank.

Neumann has kept the action crisp and economically plotted, and the Regalscope photography is clear and fluid. Action houses should find this satisfactory fare.

The ending is somewhat questionable on moral compensation grounds, as the townspeople, headed by banker Rhys Williams, attempt to shield young Arthur from the law when one of his mortally wounded former associates blurts out the truth about the boy's past. Even though there is a $500 reward on Arthur's head, he goes free when the sheriff agrees not to report him to the authorities. This purportedly is his reward for turning honest.

Running time, 73 minutes. General classification. For November release.

LAWRENCE J. QUIRK

AA Reports

(*Continued from page 1*)

meeting held at the studio today.

Stockholders re-elected the board of directors, and the board, at a meeting which followed, re-elected all officers.

Broidy announced that operations for the first quarter of the present fiscal year, ending September 29, resulted in a net loss, after federal taxes, of $47,000. This compares with a net profit of $117,000 for the quarter which ended Oct. 1 the year before.

Gross income for the quarter ended Sept. 29, 1956, was $4,552,000, which compares with $3,705,000 in the corresponding quarter of the previous year, showing a 23 per cent increase.

Directors declared a quarterly dividend of 13¾ cents per share on the company's 5½ per cent cumulative convertible preferred, payable Dec. 15th to holders of record on Dec. 3.

Broidy told the stockholders that the purchase of exchanges in Atlanta, Charlotte, Memphis and New Orleans will prove a profitable venture.

He said Interstate Television Corp., AA subsidiary, "is making real progress and we are looking to augment that operation."

The AA president said the fact that "Friendly Persuasion" has done better business for the second week than the first week in New York and Chicago is extremely promising in view of the fact that most pictures begin to decline in the second week.

'Garden' License

(*Continued from page 1*)

of the Appellate Division, which viewed the picture in the 20th Century-Fox projection room here, said it was "governed by our decision in Capitol Enterprises, Inc., V. Regents" ("Mom and Dad") made last April.

They added "in view of the decisions of the Court of Appeals in this area, a majority of the court are of the opinion that a decision striking down the entire statute as unconstitutional ought not be entered by an intermediate appellate court."

However, president Judge Sydney F. Foster, in a three-page concurring memorandum, declared that the United States Supreme Court decisions in the Burstyn case ("The Miracle"), Commercial Pictures Corp. V. the Regents ("La Ronde"), also a New York case, and other cases decided by that tribunal "in reliance thereon," had "voided" the New York licensing law "piecemeal."

The other judges—Bergen, Halpern, Zeller and Gibson—pointed out that the "specific and limited portions" of the film to which the licensing authorities object "are exposed portions of human bodies in scenes depicting a nudist colony."

They continued: "there is, however, no full exposure of any adult nude body. The objectionable aspect of the film does not reach a magnitude which, under the limitations with which the Supreme Court has cov-

'Streamlinin

(*Continued from page 1*)

sub-committee, has been co
with executives of all produc
tribution organizations here ir
to streamlining operational
in the home offices and exch

National Film Service, i
week, announced that it will
all physical distribution for
panies in New Haven in onc
depot which will mark "the b
of the end of the archaic dist
methods which have been st
the motion picture industry."

According to a represent
Booz, Allen & Hamilton, this
dation plan of NFS has bee
about for some time by t
panies. Asked if this plan w
explored in the survey, he rep
the management consultant g
a policy not to discuss its wor
with its clients.

Many Surveys in Progre

All the distribution compa
recent months and on their o
been conducting efficiency
economic surveys of their
operations, from the branch o
exchange office level right u
home office.

An official of one distributi
pany yesterday said that i
months, his organization has
ized sales operations by cons
branch operations in certa
tories. He said that one re
this has been that many of th
accounts in a certain territ
banded together to form bu
booking combines and
"more or less eliminated the
of having a film salesman c
them. Under our centralize
tion now, in this territory
sells the combine, thereby
us to save a lot on overhead

Another sales executive
duplication of work between
and contract sales departmen
home office. He said that
this work duplication has be
inated" by utilization of micr
chines.

Director Dmytryk H
Company Ad Polici

SAN FRANCISCO, Nov.
vertising policies of film mak
sharply criticized today by fil
tor Edward Dmytryk, who
Mountain" opened at the St
Theatre here.

Dmytryk deplored the situ
"now when Hollywood is sca
pull in their horns, instead
all out with an advertising c
Just after the war, if the ind
timid about a picture, the
double the advertising bud
that was when all pictures w
ing money. Now, with the
tion of tv, if anyone sugges
tain picture is weak, they
advertising in half."

ered over the power of a stat
sor films, would warrant
straint."

FRIENDLY PERSUASION'
100% HOLDOVER!

4TH WEEK UNITED ARTISTS, CHICAGO

3RD WEEK RADIO CITY MUSIC HALL, NEW YORK

3RD WEEK FOX WILSHIRE, LOS ANGELES

3RD WEEK UNITED ARTISTS, SAN FRANCISCO

2ND WEEK KEITH, CINCINNATI

2ND WEEK HIPPODROME, BALTIMORE

2ND WEEK ONTARIO, WASHINGTON, D.C.

2ND WEEK UPTOWN & VILLA, SALT LAKE CITY

2ND WEEK MUSIC BOX, SEATTLE

ALLIED ARTISTS PRESENTS

GARY COOPER IN

WILLIAM WYLER'S

PRODUCTION OF

Friendly Persuasion

co-starring DOROTHY McGUIRE

introducing ANTHONY PERKINS and featuring RICHARD EYER • ROBERT MIDDLETON

PHYLLIS LOVE • MARK RICHMAN • WALTER CATLETT

also co-starring MARJORIE MAIN as The Widow Hudspeth

Color by DE LUXE • From the book by JESSAMYN WEST

Music Composed and Conducted by DIMITRI TIOMKIN

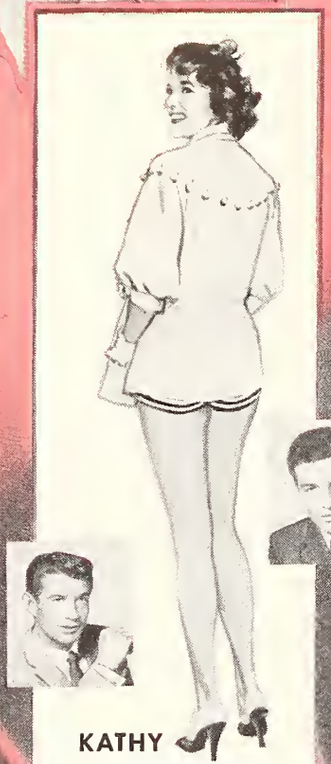
Pat Boone, Dot Recording Artist, sings the hit title song

Produced and Directed by WILLIAM WYLER

AA

The kind of GAY ADVENTURE every girl lives in her dreams!

Four shapely beauties in Glamorous Hollywood with a career in their grasp...men on their minds...*and the excitement every woman wants!*



KATHY
THE GIRL FROM MAINSTREET U.S.A.
Had a mother to guide her... and a conscience to hold her back!

VICKI
THE GIRL FROM GAY PAREE
Walked out on the one man she couldn't live without!

MARIA
THE GIRL FROM ROMANTIC ROME
Men had made her notorious... money made them interesting!

INA
THE GIRL FROM OLD VIENNA
Locked a secret in her heart... only one man had the key!

Four Girls in Town

IN CINEMASCOPE · TECHNICOLOR®

starring

GEORGE NADER · JULIE ADAMS · MARIANNE COOK · ELSA MARTINELLI
GIA SCALA · SYDNEY CHAPLIN · GRANT WILLIAMS · JOHN GAVIN

Written and Directed by JACK SHER • Produced by AARON ROSENBERG • A UNIVERSAL-INTERNATIONAL PICTURE

Another Picture with that Universal Pre-sold Appeal!

Concise and to the Point

MOTION PICTURE DAILY

All the News That Is News

80, NO. 95 NEW YORK, U.S.A., FRIDAY, NOVEMBER 16, 1956 TEN CENTS

TORIAL

the Retirement 'The General'

By Sherwin Kane

NICHOLAS M. SCHENCK'S announcement yesterday of his decision to retire from Loew's, Inc., expiration of his current contract Dec. 31 will be an occasion for sincere regret by many on the executive level and in all branches of the industry.

He is nearly 50 years in the industry, almost 40 of them as either chief executive or a key official of Loew's Theatres and Metro-Goldwyn-Mayer, Schenck made substantial contributions to the success and growth of the industry of the screen generally as to his own companies.

•

Throughout industry councils over the years, Schenck was an influential voice and one whose counsel was listened to with respect at all times.

Many of the policies which stood the industry in good stead public relations-wise could be traced to his counsel, and policies originated by others which were shown to be capable of enhancing the prestige of the screen and improving its stature generally never failed to receive his wholehearted and continuous support.

•

Schenck is a product of the pioneer days of the industry, who like his late associate, the great showman, Marcus Loew, and others still living, helped exhibition from its "shooting gallery" beginnings to its preeminent position in public entertainment today.

In production, too, his career spanned the years from the time of the one-reel "flickers" to today's high quality productions in the most modern techniques.

•

Everywhere friends of Schenck and friends of the industry will be moved to speak a "Well done!" to the man who for so many years was known throughout the industry as "The General."

Nicholas Schenck's retirement an industry era, indeed, comes to an end.

AB-PT Organizes Am-Par Pictures As New Production Subsidiary

By LESTER DINOFF

(Picture on Page 2)

American Broadcasting-Paramount Theatres, Inc., has formed a wholly owned subsidiary, Am-Par Pictures Corp., to produce "good, commercial motion picture product, with box office appeal," it was announced here yesterday by Sidney M. Markley, AB-PT vice-president in charge of film production.

Markley also announced that Irving H. Levin, former president of Filmakers Releasing Corp., and Harry L. Mandell, former vice-president of Filmmakers, have been elected president and vice-president, respectively, of the new subsidiary.

The decision to enter into production of motion pictures has been under consideration for some time, Markley said. "The formation of the company and its entry into production initially on a modest scale, will help overcome the shortage of pictures for theatres," the AB-PT of-

(*Continued on page* 2)

Judge Assigned to Film Consent Cases

N. Y. Federal District Court Judge Edmund L. Palmieri yesterday was assigned to preside over all future motion picture industry cases involving the industry consent decrees.

The announcement was made at the hearing held yesterday in Judge Palmieri's court pertaining to an application by Stanley Warner Theatres to

(*Continued on page* 6)

WB 'Baby Doll' Banned By Censor in Memphis

MEMPHIS, Nov. 15. — Memphis and Shelby County Board of Censors has banned its first Hollywood film since the retirement of the late Lloyd T. Binford last Jan. 1. The picture is "Baby Doll," a Warner Bros. release and the first of that studio to be banned in Memphis since "The Rope," about six years ago.

"Baby Doll" was banned by Mrs.

(*Continued on page* 6)

Finds Production Costs No Higher in New York

There is no difference in costs when producing a film in New York or Hollywood, in the opinion of producer-director William Berke, who recently completed two films here for United Artists distribution.

Berke, an industry veteran, made

(*Continued on page* 4)

As Crowds Jam Paramount

Old-time Showmanship Pays In Selling Presley Picture

By GUS DALLAS

Old fashioned showmanship scored a rousing triumph yesterday when over 2,500 people jammed around the Paramount Theatre box office early in the morning for the Broadway opening of 20th Century-Fox's "Love Me Tender," which feaures Elvis Presley, currently one of the hottest attractions in the entertainment field. The picture was heading for the "highest non-holiday opening day gross in the past year" at the Paramount—a "smash" $12,000, Robert K. Shapiro, managing director, estimated late yesterday.

During the month of October, Fox conducted a massive saturation advertising campaign in all available media, climaxed by the presentation of over 300 spot 10-, 20- and 60-second radio announcements during the 15 days preceding the opening.

Presley's October visit to New York to film a much-discussed "second

(*Continued on page* 6)

A review of "Love Me Tender," the 20th Century-Fox film starring Elvis Presley, appears in this issue on page 6.

At Year's End

Schenck Will Retire from Loew's Inc.

Veteran Executive Ending 50 Years of Service

Nicholas M. Schenck, honorary chairman of the board and former president of Loew's, Inc., yesterday announced his retirement from the company, effective at the end of the year.

Nicholas Schenck

Schenck was president of Loew's, Inc., from 1927 until December, 1955, when he was elected chairman of the board of directors. On last Oct. 18 he resigned that post and was named honorary board chairman, in tribute

(*Continued on page* 5)

Many Voice Regret on Schenck Retirement

Many motion picture industry leaders yesterday expressed deep regret at the decision of Nicholas M. Schenck, veteran executive, to retire from active participation in the affairs of Loew's Inc., at the end of this year.

JOSEPH R. VOGEL, recently elected president of Loew's Inc., stated: "Every man and woman in the organization will regret Schenck's

(*Continued on page* 5)

FCC Rejects Circuit's TV-Station Application

From THE DAILY Bureau

WASHINGTON, Nov. 15 — In a 4-3 split decision, the Federal Communications Commission has ruled against a theatre circuit's application for a television station, largely on grounds that the circuit has in the

(*Continued on page* 5)

PERSONAL MENTION

SAMUEL N. BURGER, general sales manager of Loew's International, has returned to New York following a four-week trip to Latin America.

•

EDWARD MOREY, vice-president of Allied Artists, will return to New York at the weekend from Hollywood.

•

DAVID O. SELZNICK will arrive in New York by plane today from the Coast.

•

HERBERT H. GREENBLATT, RKO Radio Eastern sales manager, returned to New York yesterday from Chicago.

•

WILLIAM S. KENLY, of Pathe Cinema Corp., managing director of the Paris Theatre in New York and the World in Philadelphia, has left here for Miami Beach.

•

DOROTHY LEE LEFKOWITZ, daughter of NAT LEFKOWITZ, treasurer of the William Morris Agency, will be married here on Sunday at the Plaza Hotel to BURTON LITWIN, attorney.

Ansell Tax Conviction May Go to High Court

WASHINGTON, Nov. 15—A New York theatre operator and her former attorney, both convicted of failing to file proper Federal admission tax returns and of evading payment of all taxes due, today asked the Supreme Court in separate petitions to review their convictions.

Jeanne Ansell was president of a number of corporations—all defendants in this case—operating film houses in the Spanish-speaking section of New York City. Irving Rosenblum, her attorney and accountant, prepared the tax returns.

The corporations were fined a total of $106,000; Miss Ansell and Rosenblum were fined additionally and both were sentenced to prison terms.

Miss Ansell and the corporate defendants, in their appeal to the high court, pleaded ignorance on her part, said she relied completely on Rosenblum and signed the returns either before they were filled out or without reading them. Rosenblum, on the other hand, placed all the blame on her, argued he was a victim of a domineering woman.

Hargreaves To Meet With Press Today

Kenneth Hargreaves, newly-elected president of J. Arthur Rank Film Distributors, Inc., will hold a press conference this morning to discuss the organization's plans to distribute Rank and other British product in the domestic market.

WB Includes New York In Eastern District

Warner Bros.' eastern district, composed of Albany, Boston, Buffalo and New Haven, has been expanded to include the metropolitan district, with eastern district manager Ralph J. Iannuzzi moving his headquarters from Boston to New York, it was announced yesterday by Roy Haines, the company's general sales manager.

Ralph Iannuzzi

Offices and branch managers now comprising the eastern district under the supervision of Iannuzzi are: New York, Ben Abner; Albany, R. S. Smith; Boston, William Kumins; Buffalo, Nat Marcus, and New Haven, Angelo Lombardi.

Iannuzzi joined Warners in 1945 as a salesman in Charlotte. He was promoted to branch manager of that office in 1947; and then to branch manager in Atlanta in 1949. After that he was promoted to branch manager in Boston in 1952, and then to eastern district manager in February of last year.

Iannuzzi will report to the home office on Monday to assume his enlarged duties.

Detroit Variety Tent Names New Officers

DETROIT, Nov. 15.—Officers of Variety Tent No. 5 were elected for the coming year at the annual dinner of the unit here. Ben Rosen was elected chief barker; Billy Wetsman was named first assistant; John Pival, second assistant; Milt Zimmerman, dough guy, and Bill Clark, property master.

Ernest T. Conlon, former executive secretary of Tent No. 5, was named to the board of governors as the first lifetime member of the committee. A new board of directors was also installed, consisting of Wetsman, Clark, Zimmerman, Pival, Irving Belinsky, Walter Norris, Joseph Lee, Ernie Winstanly, Dale Silberberg and Pierre LaMarre.

Legion Puts 2 in 'B'; Condemns 'Snow'

The National Legion of Decency this week placed the French film, "The Snow Is Black," in its Class C or "Condemned" category. Reviewing four films in all, the Legion put one in Class A, Section II, morally unobjectionable for adults and two in Class B, morally objectionable in part for all.

The Legion explained its classification of "The Snow Is Black" as follows: "The subject matter of this film and the atmosphere in which its portrayed are judged to be completely morally unacceptable for entertainment motion picture audiences. Furthermore, this film contains suggestive dialogue, costuming, and situations which are seriously opposed to Christian and traditional standards of morality and decency.

Placed in Class A, Section II, was "The Last Man to Hang." In Class B are "Blonde Sinner" because of "suggestive costuming and sequence," and "Rumble on the Docks," because it "tends to glamorize criminal activities and to lower respect for established law and order."

Academy Elects 16 To Membership Roll

HOLLYWOOD, Nov. 15.—Sixteen new members have been elected to the Academy of Motion Picture Arts & Sciences, it was announced today by George Seaton, president. Membership in the Academy, which is by invitation of the board of governors, is limited to "those who have achieved distinction in various phases of the motion picture industry."

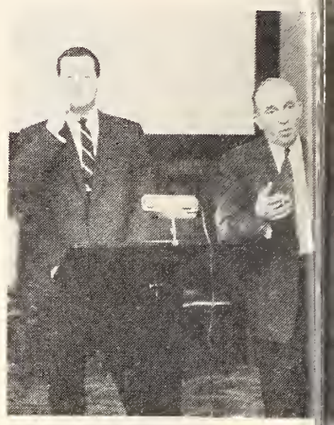
New Members Listed

New members and their branch classifications are: George K. Arthur, William B. Bosche, Eric Cleworth and Basil Davidovich, short subjects; Howard R. LeSieur, Jonas Rosenfield, Jr., and Max Weinberg, public relations; Earl Holliman, actors; James H. Garlock, art directors; M. B. Paul, cinematographers; Alfred Perry, music; Paul Nathan, producers; Richard De Weese, sound; Ruth Cordish, Benn Jacobson and Elaine Stone, members-at-large.

Executives Meet Here On FJP Campaign

A small group of motion picture executives met at the Hotel Plaza here last night for dinner to discuss the Federation of Jewish Philanthropies campaign for the industry in 1957.

Among those in attendance were Charles Moss, Barney Balaban, Jack Cohn, Adolph Schimel, William German, Leo Jaffe, Joseph Seider, Charles Boasberg, and Leopold Friedman.



IRVING H. LEVIN and SI M. MARKLEY

Form Am-P

(*Continued from page* 1)

ficer stated, adding he hopes this will be an incentive to others t duce films.

Am-Par Pictures is being lau on a nominal capitalization, he and as the new subsidiary's pr tion experience increases, anticip is that its efforts would be incre Markley said that while there definite production schedule, "hopes the first film will be early next year." He said tha immediate search is to be starte properties and scripts.

Markley said that AB-PT's 57 atres would have "first call" o product produced by Am-Par tures. "The films will be releas other theatres also throughout country, as well as in foreign ket, through an established rele organization." He said that A has spoken thus far to no one distribution.

Markley said the Departme Justice has been fully inform AB-PT's plans for producing pi even though the Paramount co decree does not prohibit the com from making and distributing fil

He said that the company "is ing from scratch. The budget our films will depend on the indiv property." When questioned production costs and investn Markley said the initial films hopes, "would be between $20 and $500,000."

NEW YORK THEATR

RADIO CITY MUSIC HAL
Rockefeller Center
GARY COOPER
in
"FRIENDLY PERSUASION"
Color by De Luxe
An Allied Artists Picture
and SPECTACULAR STAGE PRESENTATI

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REPORT ON

Cecil B. DeMille's
PRODUCTION

The Ten Commandments

A Paramount Picture • VISTAVISION • TECHNICOLOR®

NEW YORK'S CRITERION THEATRE, *public acceptance matches the high ess praise which sets this picture apart from all others. At the first of its o-a-day, reserved-seat engagements, the SRO sign has been out at the start every performance since its opening last Friday. Many week-end and evening rformances are already sold out in advance through January.*

. . . NEWS ROUNDUP

UA's December Releases

United Artists yesterday announced it will release four pictures in December, headed by Russ-Field's "The King and Four Queens," which is in CinemaScope and Deluxe Color and stars Clark Gable and Eleanor Parker. The other three films are "The Wild Party," "Dance with Me Henry" and "The Brass Legend."

■

'Teahouse' in Japan

M-G-M has booked "The Teahouse of the August Moon" to open simultaneously in all 12 key cities in Japan on Jan. 4, 1956, to run during the entire Japanese holiday period that month.

■

Gold Prods. Acquire Studio

Mel Gold Productions, Inc., has acquired the studio and all equipment and facilities of Telson Studios in Long Island City. The studio will be operated under the name of Mel Gold Studios, Inc., a wholly owned subsidiary of Mel Gold Productions.

Three Join Boards of Rank, Odeon, and GCFC

LONDON, Nov. 14 (By Air Mail). The Rank Organisation has announced that W. M. Codrington, William E. Jenkins and Colonel Sir Leonard Ropner have joined the boards of the Rank Organisation, Odeon Associated Theatres, Odeon Properties and General Cinema Finance Corp.

Codrington is chairman of Primitive Holdings, Seager Evans and Co. and several other companies. He is also on the boards of a number of companies, including Powell Duffryn and the Philip Hill Investment Trust. Sir Leonard Ropner is a managing director of Ropner Holdings and is on the boards of several other companies.

Arthur B. Krim, president of United Artists, resigned as a director of the Rank Organisation and its subsidiary companies when UA disposed of its holdings in Odeon to the Schlesinger organisation of South Africa in July, 1953.

Benefit Bow for '7'

The Japanese film, "The Magnificent Seven," will have a preview for the benefit of the International Rescue Committee on Sunday at the Guild Theatre here. The picture is being presented by Columbia Pictures in association with Joshua Logan.

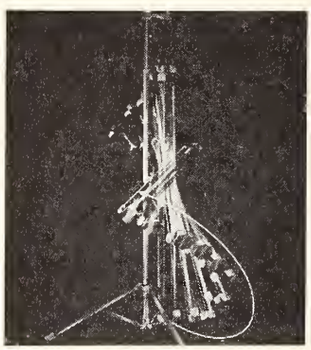
In the THEATRE EQUIPMENT and Refreshment WORLD . . .

. . . with RAY GALLO

A. J. PLATT, sales manager for RCA Theatre Equipment, has announced the addition of the "Super Cinex" lamp to the RCA line of projection lighting equipment. This is a development of the reflector arc system for use of 13.6mm positive carbons, at amperages from around 140 up to 165 or more. This augments the "Dyn-Arc" and "Wide-Arc" lamps in the RCA line for middle-sized enclosed theatres and the smaller drive-ins.

•

The Raytone Screen Corporation is now ready for general distribution of its recently developed portable screen, manufactured at its new plant in Lombard, Ill. Called the "Black



Beauty," it is made of vinyl fabric in a choice of glass-beaded or white matte surface, and in eight sizes. A feature of this equipment is the cam action swivel of the tripod. Although the legs are at 120 degrees for complete stability, the screen automatically swings at an angle to proper position. A slat bar, supporting the screen itself while not in use, has a triangular design sealing out dirt. All metal parts other than the satin black enamel case and handle are finished in buffed chrome.

•

The argument that the odor of popping corn helps sales by whetting the appetite has won over a Broadway "movie palace" in the new snack bar installation at the New York Paramount. Set in the middle of the huge lobby, the stand is dominated by a big Manley "Hereules" popeorn machine. Having put this one over, Walter McCurdy, AB-Paramount Theatres eoneessions manager, is doing much the same in the Brooklyn Paramount, using a Manley "Vista-pop" model there.

•

The Radiant Screen Corp., Chicago, which is continuing a program of expansion with the construction of large office and factory b has appointed Sheldon D. sales promotion manager, wit lace Bucher, who formerly i those functions, remaining as tising manager.

•

Following general remode the RKO 58th Street theatre York, a Vicra-Lite lenticular has been installed. Having vantages of light control by formations, the screen, manu by the L. E. Carpenter Com New York, has panels wel gether by an electrical proces has proved capable of elimina jectionable visibility of sean

N. Y. Filmi

(*Continued from page 1*)

"Street of Sinners" and "Fou and a Gun" in New York. O years he has produced and d 135 feature films and 110 tel plays.

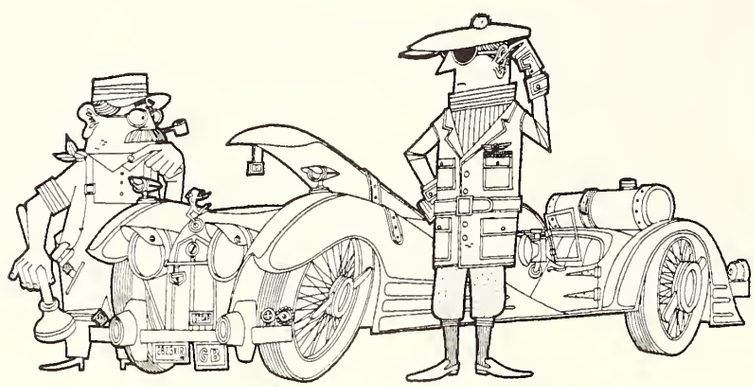
"The men on top at the studi the knowledge of what the c shooting are, as they think it ally much more expensive i York," he said. "It is not. Ne shooting also offers a film locales and the chance to u talents who work at their pro with much enthusiasm.

"The only difference betwe and West Coast production computing of overtime sca union help. The New York are very cooperative and be backwards to help a produe said.

Urges Plan for Coll To Benefit from Pa

Robert A. Hall, a director tron, owner of a pay-tv syste advocated that a policy board cators and college athletic offi organized immediately by the to study and develop a whereby all colleges in the would benefit from toll telev and when it is approved by t eral Communications Commis

Hall said that action for e distribution of the expected m lion-dollar gates from top football games, should toll-tv get into operation, would be tory to preserve high amateu ards in college athletics.



YOU WOULDN'T LET A PLUMBER TINKER WITH YOUR CAR!

Your car plays a vital part in the life of you and your family. You wouldn't dream of letting a plumber tinker with it.

So, too, your sound equipment is the most important property in your theatre.

It deserves the expert technical attention only ALTEC can give it. 6,000 satisfied ALTEC SERVICE customers have learned this.

HOW ABOUT YOU?

ALTEC SERVICE COMPANY

SPECIALISTS IN MOTION PICTURE SOUND

161 Sixth Avenue • New York 13, New York

a Division of ALTEC COMPANIES, INC.

NO "SIDE SEAT SQUINT" WITH THIS "ALL-THERE" SCREEN

VICRA-LI

LENTICULAR SCRE

"the screen of optical precisi

L. E. CARPENTER & CO

VICRA-LITE SCREEN DIVISION

Empire State Building New York 1, N.

. M. Schenck

(Continued from page 1)

s many years of dedicated service
e company.

announcing his retirement, the
an executive stated: "I will have
ded out 50 years of service. Dur-
this period I have seen Loew's,
and M-G-M Pictures become
greatest entertainment organiza-
in the world. My heart and mind
interwined with this organization
will continue to be even though I
no longer be actively associated
the company.

Lauds Vogel Regime

he new regime under the presi-
y of Joseph R. Vogel is a sound
and I am confident the company
retain its leadership in the motion
ure industry."

henck's announcement of com-
retirement from active participa-
removes from the amusement
d one of its outstanding figures
dominating forces, and one of the
pioneers in the motion picture
stry. He became associated with
late Marcus Loew in 1910 and
set out to form Loew's Consoli-
d Enterprises, following the ac-
tion of two theatres. From that
on, Schenck was actively identi-
with every business project of the
Loew, and was first vice-president
general manager of Loew's, Inc.,
of Metro-Goldwyn-Mayer Pic-
Corporation at the time when
died in 1927.

President Last Year

was then elected president, a
he held until Dec. 14, 1955,
he resigned and urged the selec-
of Arthur Loew, son of Marcus
, as his successor. Schenck was
ed board chairman then. Loew
ined as president only until Oct.
of this year, when he resigned
was succeeded by Joseph R. Vo-
At that date, Loew was named
d chairman and Schenck, hon-
chairman.

henck is often quoted for his
ment: "There is nothing wrong
the industry that good pictures
ot cure."

rwick Hires R&C

NDON, Nov. 15.—Warwick Pro-
ons has engaged the firm of
rs & Cowan as its publicity, ex-
ation, and advertising counselors,
as announced here today by Irv-
Allen and A. R. Broccoli. Joe
andler, head of Rogers & Cow-
New York office, will act as offi-
liaison with Paul Lazarus, vice-
dent in charge of advertising and
icity for Columbia Pictures, on the
wick account.

otoplay Dinner Feb. 7

OLLYWOOD, Nov. 15—The an-
"Photoplay Magazine" Gold
al Awards Dinner will be held
7th at the Beverly Hilton Hotel

High Tribute Paid Schenck

(Continued from page 1)

decision to retire. We cannot view this self-made decision without commenting on the great affection he has generated not only in the hearts of those who worked with him, but with all with whom he came into contact.

"We called him 'the General' in recognition of his leadership. The General can be proud of his accomplishments and we who follow him will be guided by his example of honor and integrity. In a lifetime of devotion he was more than a leader of a company. He was a leader of an industry. We wish him many years of richly deserved happiness."

ERIC JOHNSTON, president of the Motion Picture Association of America: "The retirement of Nick Schenck to me marks the end of an era, a great and wonderful era in the motion picture business. It is sad to think that we shall no longer have his daily guidance, his leadership, his imagination and his warm and comforting counsel at all times.

"Few men in our business have been entitled to wear that proud and dignified designation, Mr. Motion Picture. Nick Schenck is one of that rare and gifted company—and he always will be Mr. Motion Picture to all who knew him or knew of him. This towering man, this giant leaving us, retires with our blessing and our sincerest best wishes for all the years to come. But the industry's loss can never be made up, for the position that Nick Schenck occupies has been unique and unparalleled in our industry from the pioneering days to the present."

BARNEY BALABAN, president of Paramount Pictures; "During the past 20 years that I have been in New York, I have worked closely with Schenck on many serious and complicated industry problems. He gave, unreservedly, of his time and energy to the important problems of our business. He has been a tower of strength not only to me personally, but to all who were privileged to have worked with him on these industry matters.

"May God grant him years with his family and friends, in which to enjoy his earned rest and his reflections on the industry of which he was so much a part."

SPYROS P. SKOURAS, president of 20th Century-Fox: "The retirement of our warm good friend, Nicholas Schenck, leaves a gap in the motion picture industry which can never be filled. The dean of our business, he is a pioneer in every sense of the word. His devotion to the finest in motion pictures to which he has dedicated his life has been an inspiratino to all of us. His guidance and wise counsel must continue to serve the best interest of the motion picture industry."

DANIEL T. O'SHEA, president of RKO: "I have always been a great admirer of Schenck. The industry loses one of its ablest pioneers with his retirement."

Smith Circuit Acquires Westerly, R.I. Theatre

BOSTON, Nov. 15 — The Smith Management Co. has announced acquisition of the United Theatre, Westerly, R. I., on a long-term lease, bringing to 29 the number of drive-ins and theatres operated by the company through the East and Midwest.

Richard A. Smith, vice-president of the circuit, said that Saul Karp, who handled the theatre for the previous owner, Morris Pouzzner, would be retained as manager. The theatre will be remodeled and a new, larger concession stand added, he said.

Charities Committee Fund at $1,014,130

HOLLYWOOD, Nov. 15—The motion picture Permanent Charities Committee has passed the million-dollar mark in its campaign, with $1,014,130 subscribed by 20,200 contributors.

The campaign si well ahead of last year's, which wound up with 22,309 subscribers giving $1,161,000.

FCC Rejection

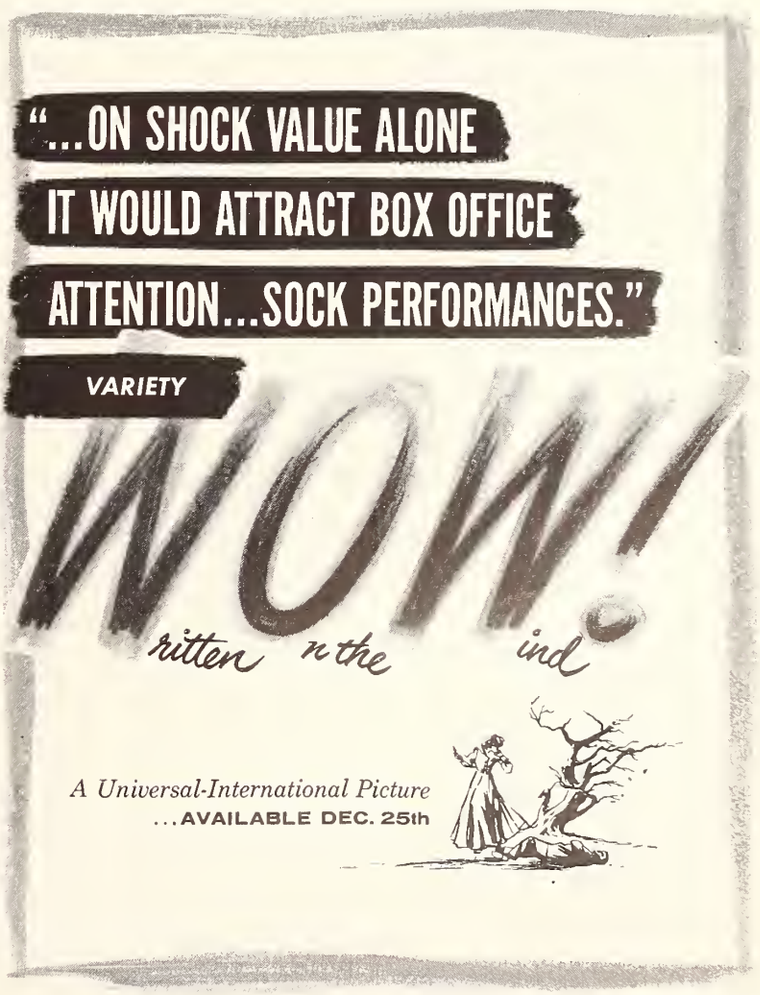
(Continued from page 1)

past engaged in unfair practices in the film industry.

The contest was between Paducah Newspapers and Columbia Amusement Co., Paducah, for a new television station to operate on Channel 6 in Paducah, Ky. FCC chairman George C. McConnaughey and former chairman Rosel Hyde joined commissioner Richard A. Mack in voting for Columbia, but the other four commissioners favored Paducah Newspapers. The hearing examiner had favored the theatre circuit and adjudged the challenged practices as having been engaged in by "motion picture exhibitors—the standards prevailing in their own industry."

The majority held that the practices should be judged with respect to broadcasting industry standards. They pointed to the loss of a court case by the Kozy Theatre Corp. In 1920, in which the court found that Leo and Irene Keiler, R. R. Kirkland and two others sought to suppress competition in the motion picture business in Paducah. This sort of activity, it was held, "set a pattern of conduct which has been followed at intervals since that date by principals of Columbia."

The decision also referred to Keiler-Palmer efforts to halt theatre advertising on radio.



Assign Judge

(*Continued from page* 1)

purchase the Majestic Theatre in Providence, R. I., from the Comerford Theatre circuit.

Judge Palmieri signed an affidavit to the effect that the government has no opposition to the purchase, and said that it would be filed today with the anti-trust division of the Justice Department.

Action to Be Deferred

Action on the decision will be deferred until the petition has been investigated by Maurice Silverstein of the anti-trust division, he ruled. Warner's petition stated that they "will not unduly restrain competition by acquiring the Majestic Theatre in Providence.

The Majestic is a first-run house in downtown Providence.

Ban 'Baby Doll'

(*Continued from page* 1)

B. F. Edwards, only one of the three members still on the board to see the preview. Mrs. St. Elmo Newton, Sr., and Mrs. Walter Gray did not attend. The Mayor and commissioners have not replaced Binford and Avery Blaneney, attorney, who resigned last Jan. 1, on the censor board.

Asked why the picture was banned, Mrs. Edwards said it was because it was "immoral."

ATTENTION!
2000
Elvis Presley Hats Sold in First Hours N. Y. Paramount Opening Presley Pic!
Greatest Movie-Merchandise Tie-In Of All Time!
Elvis Presley Hat!
The Teen-Age Rage From Coast to Coast!
Retails $1.25
Your price—$9 per doz.
Backed by National TV Promotion!
DON'T DELAY!
Wire C.O.D. Order Collect to:
MAGNET HAT
147 W. 22nd St., N. Y. C.
Or—phone local
American News Company

REVIEW:

Love Me Tender

20th Century-Fox

THE TERRIFIC box office value of this production is wrapped up in one magnetic name: Elvis Presley. Besides acquiring this famed performer and putting him into a film at the height of his drawing appeal, Fox has made another shrewd move. The studio gave him a meaty and important role in the story, instead of the guest celebrity "walk-on" which is sometimes handed to stars of the moment in exploitation pictures.

The legion of Presley fans aren't likely to be concerned about his dramatic abilities or complexities of plot. They'll come to see Presley, and he has plenty of footage. The thing they'll be most interested in is: "When do the doors open?"

Producer David Weisbart and director Robert D. Webb had the story set before they acquired Presley. It was a straight Western drama, but in order to make full use of Presley's abilities, four songs were written into the story for him. And the title song plays an important part in development of the plot line. Robert Buckner wrote the script.

Presley takes the part of the youngest brother of Richard Egan, who has gone off with two other brothers, William Campbell and James Drury, to fight on the side of the Confederacy in the Civil War. Presley stays behind, running the farm with their widowed mother, Mildred Dunnock, and Egan's sweetheart, Debra Paget.

In the last week of the Civil War, Egan's troop steals a Union payroll, but the army disbands before they can give it to their commander. The troop splits the money and separates, Egan and brothers returning home. They find that Egan was believed dead, and Miss Paget has married Presley.

Heartbroken, Egan decides to leave rather than hurt his brother. But before he can do so, Union officers have traced him as the leader of the payroll robbers, and insist that he return all the money or be prosecuted on criminal charges. He reluctantly agrees, seeing prison or lifelong pursuit for his brothers and friends if he doesn't. His old sergeant, Neville Brand, refuses to give up his share, and Egan takes it at gunpoint from him and two other survivors "for their own good."

Before the money is returned, Brand tricks Presley into thinking Egan is running off with the money and Miss Paget, driving him into a jealous rage. Presley beats Miss Paget and shoots Egan, then is killed by Brand when he turns on him. The Union men arrive in time to save Egan, Miss Paget, the money and to round up Brand's group.

Three of the songs are delivered in the Presley style of uninhibited writhing and contorting. The title song is a wistful folk ballad that the rock'n'roll specialist handles with a sincere traditional manner. The production will be fully satisfying to both Presley fans and general audiences that are curious about the phenomenal vocalist.

Running time, 89 minutes. General classification. For November release.

GUS DALLAS

Hold 'Morale' Meeting At WB Home Office

A mass meeting of all personnel in the advertising, publicity and exploitation departments of the Warner Brothers home office was held yesterday by vice-president Robert S. Taplinger to discuss department problems and the company's operations and product in the immediate future, it was reported.

According to a Warners representative, the "meeting cleared the air on a number of rumors about personnel shifts and it lifted the morale of all concerned." Taplinger, Ben Kalmenson, executive vice-president, Gil Golden and Larry Golub addressed the conference and asked for ideas and suggestions from all on future campaigns, he said.

Milwaukee Sub-Runs Report Business Drop

Special to THE DAILY

MILWAUKEE, Nov. 15.—With the exception of one circuit, fall business is definitely off at theatres here about 20% compared to last year at the same time. This is especially true of the neighborhood houses.

A spokesman for one circuit said that business is generally less this year compared to last with the downtown houses not holding their own either. An official of another circuit feels they are ahead of last year by 4 to 5 per cent.

Some exhibitors put the major blame for the business drop on television, citing in particular the showing on local tv of such films as "Since You Went Away" and "How Green Was My Valley."

CONGRATULATIONS o exploitation job well don 20th Century-Fox's "Love Tender" as it opened at Paramount Theatre here terday: Charles Einfeld, Fox vice-president in cl of advertising, publicity exploitation; Edward Hy vice-president of Ame Broadcasting-Paramount tres; and Jack Bloom, nat circuit contact for 20th-F

Showmansh

(*Continued from page* 1

ending" to the film receive publicity in local newspapers dio. Presley appeared twic top-ranking variety televisior The title song of the pictu rushed into record pressings, leased in late September, selli two million copies, according

A national bi-weekly magaz tures a six-page Presley stor latest issue, describing the ma chandising tie-ins involving tl name. Some 2,000 of these caps, scarves, bracelets, etc given to the first patrons i theatre yesterday. A 40-foot of Presley was unveiled on tl mount marquee two weeks a

Contest Included

Also, during the final eig before the opening, a local ne ran a contest called "Wha Presley Means to Me," a prizes to the writer of the seve short letters answering the c It was said to have drawn r sponse than any other film cc that paper, according to Fox.

Extra policemen were det yesterday's opening to check a sible disturbances, but the including many teenagers, w behaved. Many were disa to learn that Presley would n a personal appearance. Their in the film was apparent in t their shrieks cut off sharply w Presley was flicked from the sc cut back in delightedly wl camera caught him again. Tl ence, predominantly female, most enthusiastic during th wherein Presley jealously assa wife, Debra Paget. They s with horror when he shot l brother, Richard Egan, and sc when he was killed.

The picture is set to ope 600-theatre national saturati gram around Nov. 22, 20th-l nounced.

Television Today

will be published

every business day in

MOTION PICTURE DAILY

beginning November nineteenth

¶ When *Television Today* was inaugurated in conjunction with Motion Picture Daily, over a year ago, its object was to bring busy executives each Monday "a concise report and analysis of the significant news and events" in the television field—*plus* regular coverage of "all the news that is news" in the motion picture field. No other trade publication has performed that dual function.

With the growing inter-relation of the two industries, the service to both fields on a *daily* basis has become necessary.

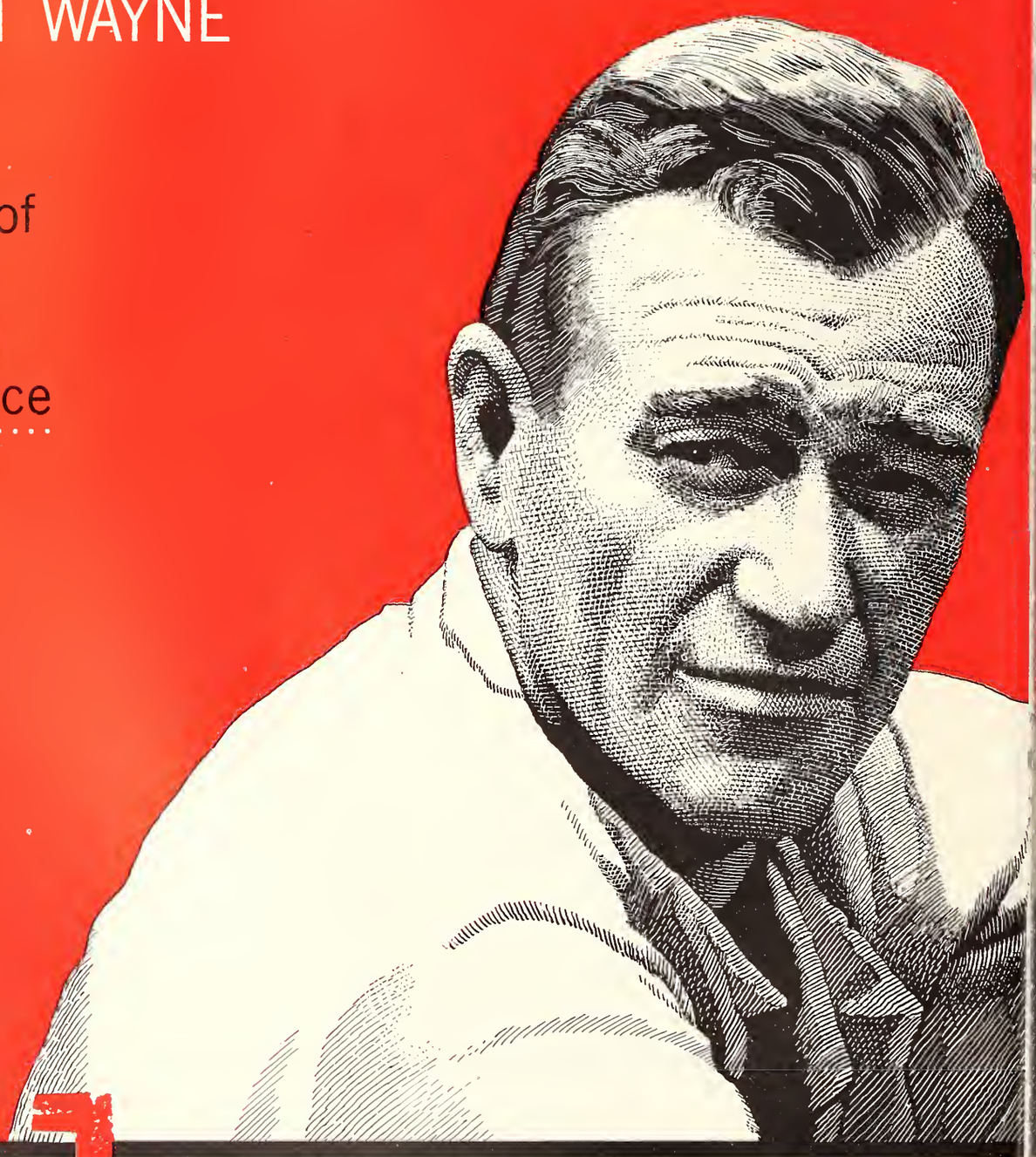
¶ The most significant news developments in the television field will be reported concisely every business day. Other established departments of *Television Today* which enjoy a keen following among sponsors, agency executives and station executives, will appear throughout the week.

The subscription price of Motion Picture Daily (for U. S. and Canada) remains unchanged: $6 per annum; by air mail, $12 per annum.

Quigley Publications

New York . . . Hollywood . . . London

UA
WELCOMES
JOHN WAYNE
to its
roster of
great
boxoffice
stars



His first production is now in preparation...

LEGEND OF THE LOST

In Technirama and Technicolor
Co-starring Sophia Loren · Rossano Brazzi · Produced and
Directed by Henry Hathaway · A Batjac Production

THE U

Concise and to the Point

MOTION PICTURE DAILY

All the News That Is News

80, NO. 96 NEW YORK, U.S.A., MONDAY, NOVEMBER 19, 1956 TEN CENTS

greaves Says

nk Will Use /, PA Tours Promotions

ing to 'Break Down bitor Resistance'

By LESTER DINOFF

onal appearance tours by ac- id advertising on television will lized by the Rank Film Dis- rs of America, Inc., to promote product in America and to down exhibitor resistance to was announced here at the nd by Kenneth Hargreaves, ent of the J. Arthur Rank Or- tion, Ltd., subsidiary.

greaves and Rank representa- eslie Roberts, said the newly- orated American distribution ny will be in operation within nths and "will have from 15 Rank, British and Continental pictures ready for distribution . theatres."

British film executive, who ar- here from London last Thurs- r a seven-day stay, said "many

(*Continued on page 7*)

greaves to Coast Daff Conference

nferences on the distribution of product in the U.S. market held in Hollywood over the nd between Alfred Daff, ex- e vice-president of Universal es, and Kenneth Hargreaves, ent of Rank Film Distributors nerica, Inc.

rgreaves, speaking at a trade conference here Friday, said rsal has "first call" on Rank ct under a reciprocal agreement

(*Continued on page 7*)

ne Slated Nov. 29 House Tax Group

From THE DAILY Bureau

ASHINGTON, Nov 18—Robert Coyne, special counsel of the cil of Motion Picture Organiza- will testify on Thursday, Nov. or COMPO on the repeal of the ining federal admissions tax be-

(*Continued on page 6*)

4 Canadian Events Set

Special to THE DAILY

TORONTO, Nov. 18—The Motion Picture Theatres Association of Ontario will hold its annual convention here tomorrow as the first of four important events of the Canadian theatre industry scheduled to take place in the King Edward Hotel this week.

John McKim

Set for Tuesday is the annual convention of the National Committee of Motion Picture Exhibitor Associations, and on Wednesday the Motion Picture Industry Council of Canada will have its yearly meeting. The events will be capped on Thursday by the

(*Continued on page 6*)

Free Films Provided At N.J. Refugee Camp

The ten major motion picture distribution companies have agreed to provide free films at Camp Kilmer, N. J., where some 5,000 Hungarian refugees are being housed. Request for the service was made by Eric Johnston, president of the Motion Picture Association of America.

Through the facilities of the Army and Air Force Motion Picture Service, all current films playing the regu-

(*Continued on page 6*)

Could Ease Product 'Shortage'

Increase Seen in '57 Production, Release

Survey Shows 58 More Films Due Than In 1956, Exclusive of Foreign Pictures

By GUS DALLAS

The product shortage of which American exhibitors have complained for so long, and so volubly, is on the way to solution, if production and release trends which are now discernible continue into the future.

Distribution companies will release at least 58 more films in 1957 than in 1956—provided production intentions are fulfilled within the next year. Nine of the largest companies, plus the newly organized Rank Film Distributors of America, estimated that they may release a total of 360 pictures by the end of their 1957 fiscal years next fall. Additional pictures, of course, will come from smaller distributors and importers of foreign product.

Production schedules call for 257 pictures to be made in this period, as compared to 225 in 1956. There were 302 released in 1956, according to the companies queried.

The biggest boost in product will come from 20th Century-Fox, which announced a schedule of 54 productions and 55 releases for 1957, almost double the previous year's total. An-

(*Continued on page 6*)

Westinghouse Buys 650 Britannica Films

Purchase of the entire library of 650 Encyclopaedia Britannice Films by Westinghouse Broadcasting Co. was announced at the weekend by Donald H. McGannon, president of the broadcasting company.

Television Today..

The library was acquired for $200,000 from the Trans-Lux Television Corp. for a term of five years, McGannon reported. The contract stipulates that new subjects produced by EB Films during that period be included in the purchase, as well as revisions of current reels.

Each of the four television stations owned by Westinghouse will obtain a complete set of the films for use in special programming, tied in with local affairs of importance, he said. The films of the library average 11 minutes in length.

N. Y., Pitt., Montreal Win in UA Drive

United Artists' New York, Pittsburgh and Montreal branches have won the three first-place prizes in the company's $50,000 Fifth Anniversary Drive, it was announced at the weekend by co-captains William J. Heineman, vice-president in charge of distribution, and James R. Velde, general sales manager.

The 32-week campaign for collections, billings and playdates honored the fifth anniversary of UA's leadership by president Arthur B. Krim, board chairman Robert S. Benjamin, Heineman, vice-president Max E. Youngstein and Arnold M. Picker, vice-president in charge of foreign distribution.

The New York, Pittsburgh and

(*Continued on page 6*)

Television Today

IN THIS ISSUE **PAGE 3**

Beginning with this issue, the Television Today section of Motion Picture Daily will appear each business day, bringing to readers the highlight information of the television industry, a field which daily is becoming more closely related to motion pictures. Here, then, is a further service to readers, keeping them more readily informed of the activities of the related industries.

PERSONAL MENTION

N. J. BLUMBERG, chairman of the board of Universal Pictures, will return to New York today following a trip to South America.

•

DORE SCHARY, M-G-M vice-president in charge of production, arrived in New York yesterday from Hollywood.

•

ED JUSTIN, director of merchandising for Screen Gems, returned to New York on Saturday from London via B.O.A.C.

•

NORTON V. RITCHEY, president of Allied Artists International Corp., has returned to New York from the Coast.

•

NANCY BERVE, assistant to HI REITER, advertising manager of Broadcast Music, Inc., will leave here on Wednesday for Denver.

•

ROBERT CLARK, member of the directorate of Associated British Picture Corp., arrived in New York yesterday from London via B.O.A.C.

•

SAUL CHAPLIN, assistant to SOL C. SIEGEL, producer, returned to Hollywood yesterday from New York.

•

ED JOHNSTON, production manager for Figaro, Inc., left New York via B.O.A.C. at the weekend for Saigon, French Indo-China.

•

THOMAS W. SARNOFF, director of business affairs for the Pacific division of NBC, has been elected a vice-president of California National Productions, a subsidiary of the network.

Pioneers in Member Drive Before Dinner

The Motion Picture Pioneers are staging a last minute membership drive in preparation for the 18th annual dinner Friday evening, Nov. 30, at the Waldorf-Astoria here.

Jack Cohn, president of the organization, said at the weekend all applications received before Monday, Nov. 26, would be processed in time for initiation of the new members at the dinner. Membership is open to any man who has been engaged for 25 years or more in production, distribution, exhibition or laboratory work. There are no dues or assessments but there is a nominal initiation fee.

Robert J. O'Donnell has been named "pioneer of the year" for this year's anual dinner.

Pittsburgh Business Both Up and Down

PITTSBURGH, Nov. 18.—Theatre business for the fall in the Pittsburgh area has run the gamut from six per cent off in some situations to 10 per cent over last year's business in one downtown house.

Henry Burger, Stanley Warner city manager, termed the fall product in the 14 houses under his supervision as "tepid" without referring to any particular film.

On the other hand, Bernie Hickey, Fulton Theatre manager, is glowing about a 10 per cent increase in his business.

Arthur Manson, Cinerama publicist, said that the third Cinerama opus, "Seven Wonders of the World," is doing at least 25 per cent better than either of the first such epics. "Wonders" is now in its 27th week here.

They all agree that the television threat is still present, but not nearly so pronounced as it once was.

O'Shea Returns Here

HOLLYWOOD, Nov. 18.—Daniel T. O'Shea, president of RKO Radio Pictures left here Friday night for New York following four weeks at the studio, during which he conferred with William Dozier, RKO vice-president in charge of production, and looked over newly completed RKO product. O'Shea said he would return to Hollywood during the first week in January.

'7' Bows at Benefit

Angier Biddle Duke, president of the International Rescue Committee, presided at the benefit preview last night at the Guild Theatre here of the Columbia Pictures release, "The Magnificent Seven."

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7 days —$469.50 from New York, plus tax, including hotel and air fare

Fly United DC-7s, world's fastest airliners, ALL First Class, or DC-6Bs, ALL Air Coach. 2-abreast seating comfort on all Mainliner® flights.

UNITED AIR LINES

Atlas Exercising Rights To Disney Offering

BURBANK, Calif., Nov. 18.—Atlas Corp. has announced it has agreed to exercise rights to buy any unsubscribed portion of a Walt Disney Productions' rights offering, now underway, of 186,526 additional shares at $20 each. Atlas, prior to the offering, owned about 17 per cent of 1,305,680 common outstanding.

At the same time the Disney family will not exercise its rights to buy any of the shares being offered, a spokesman said. The Disney family owned, prior to the offering, about 54 per cent of the shares.

Should Atlas Corp. subscribe to all the shares offered, according to a Disney official, it would own 37½ per cent of the outstanding stock, while the Disney family's percentage would decline to 46 per cent. A spokesman for Atlas Corp. said that Atlas "is not looking for control" of Disney.

Rep. to NFS in D.C.

WASHINGTON, D. C., Nov. 18.—National Film Service, Inc., has taken over backroom work for Republic Pictures here. James P. Clark, president of NFS, said the transfer was effective Nov. 10.

The Critic Say . . . .

The television critics and umnists of the daily press a course friendly to the mediu which they work but they ar at all reluctant to voice con tive criticism or administer tisement when they feel it sary. Asked to vote again thi in the annual Motion P Daily-FAME poll of tele talent and shows, many of added comments on their g view of the industry. Among were:

Nancy Miller, El Paso Texas: "With the pressures o in Europe and Middle East, a public being more news consci the moment, the lack of re scheduled newscasts of network ity becomes apparent."

•

Dorothy Coombes, Daily lican, Belvidere, Ill.: "As a g rule there are too many comm and too long. The worst ex is the $64,000 question."

THE BIG ONES...

are advertised in LIFE

20th CENTURY FOX "OKLAHOMA"

. . . in LIFE's November 19th issue.

ADVERTISED IN LIFE THE BIG ONE IN MOVIE SELLING

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2. Hope Willian nup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturday days and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York N. Y. under the March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Television Today

In Our View

WITH this issue TELEVISION TODAY becomes an integral part, each day, of MOTION PICTURE DAILY, offering highlight news of the television field, now more closely related than ever to the area of the motion picture. Thus will be more effectively fulfilled the basic mission and intent of this publication, to enable its readers to keep abreast, or even ahead of the developments which most affect this industry and its future.

It becomes more apparent as time goes by that actually, in every practical sense, motion pictures and television are two allied divisions, if you will, of the same single basic industry, the purveying of entertainment, by means of modern technical devices, to a wide, waiting and willing audience. It is coming more and more to be recognized that there need be no essential conflict between these two divisions, since it has been demonstrated time and time again since the emergence of the younger medium that the two fill different needs in different fashion and that one may well benefit the other in many instances.

It was thirty years ago last Thursday, November 15, that the first radio network program was broadcast over NBC, and it was thereafter that the motion picture industry's prophets of doom saw the end of the screen. Radio has come a long way since—and so has the motion picture screen. Television has come a long way since its inception comparatively few years ago—and so has the motion picture screen.

Important to the intelligent development and progress of any such appurtenance to living as television is an informed, articulate and constructive critical appraisal. At the same time, of equal importance in that development is the establishment of sound evaluations of quality, determined by ballot, and based on comparative performances across the years. Such is the annual poll of the television writers and editors of American newspapers conducted by MOTION PICTURE DAILY and TELEVISION TODAY for "Fame," the audit of personalities in entertainment which over the years has become a criterion of quality without peer.

The polling of those editors and writers is currently in progress, and in that connection the participants, aside from their votes in the various categories, have voiced their opinions with respect to the medium, citing its shortcomings, suggesting improvement—all in the constructively best interests of the whole medium. On the opposite page today an example of that opinion is published, to be followed regularly by other comments from the same source. They are offered by the editors in the hope that from their perusal in the executive precincts of television will emerge a plan, a notion, a course of action from which all of television will benefit. That, after all, must be reckoned our basic responsibility, one to which we dedicate our continued efforts.

—*Charles S. Aaronson*

assing in Review

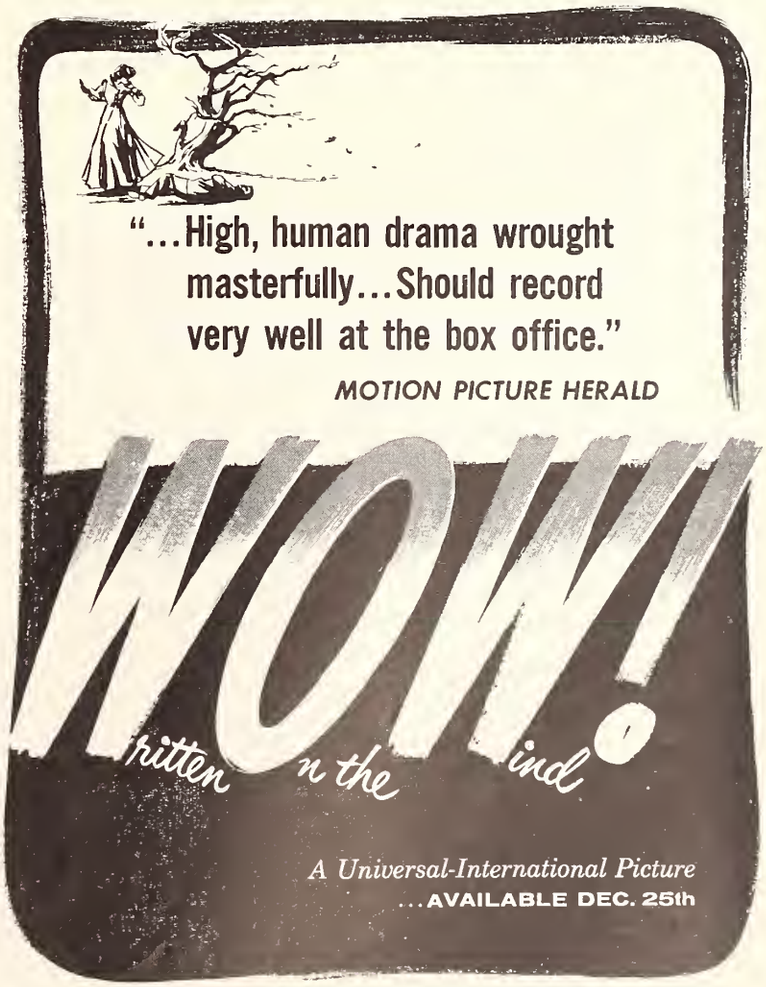
-TV's Producers' Showcase presentation of "Jack and the Beanstalk" came and went last Monday night (November 12) but live television has yet to prove it can tell a fairy tale without underrating both children and adults. There's always something grotesque about full-grown actors playing winsome children. To the basic (casting) hurdle, writer Hans Deutch added another by depicting Jack as essentially a plain but lusty, mixed-up teeanger whose problems were social and perhaps even sexual, which, indeed, is taking liberties with fairyland tradition. If memory serves, the only problems faced by the legendary Jack were a shrewish mother and a barren cupboard. Insult was added to this injury by using the old "dream" gambit. Whereas the legendary Jack faced a real giant, this aging hero simply dreamed it all, suggesting even stranger psychological meaning (symbols, symbols) than perhaps even Miss Deutch had intended to convey.

Production-wise, however, this was a beautiful show—sets, costumes and special effects. Jerry Livingston's score, while not always appropriate, was probably (next to the musical version of "Our Town") the best ever written especially for TV. The individual performances reflected the split in the schizoid script. Peggy King was a lovely, fulsomely voluptuous "little" girl; Cyril Ritchard was overwhelmingly fatuous; and Celeste Holm ladylike and out of place. The best of the lot were Billy Gilbert and Leora Dana, both stylish and funny.

World in Crisis, CBS-TV Public Affairs presentation Sunday (November 11) was a remarkable and moving document on the Hungarian and Near Eastern crises. Produced by Leslie Midgley and directed by Vern Diamond, the special hour-long production, featuring some graphic footage from Hungary as well as some of Ed Morrow's articulate reporting from Israel, took an unequivocal editorial stand on both issues while managing to pose a couple of questions on basic policy which many Americans might prefer to forget.

The same network's new Air Power series received its premiere immediately after World in Crisis, with generally uneasy results. This special, one-hour introductory show, leaning heavily on the not very satisfactory You Are There technique, purported to document a Russian air attack on the U. S. Even if the show hadn't ended with New York being blasted into limbo, it did little to reaffirm one's faith in the very air defense system it set out to praise. In this fan—and very woodenly.

The rest of the week was fairly haphazard. Bert Lahr brightened an academic but otherwise uninspired adaptation of Moliere's "School for Wives," written by (of all people) the very astute Walter Kerr, on ABC-TV's Omnibus Sunday. Monday night Robert Montgomery represented a kinescope of his 1953 show, "Harvest," starring Dorothy Gish and featuring James Dean. NBC-TV's Kraft show Wednesday took time out to present a check for $50,000 to writer William Noble for his February 22 script, "Snapfinger Creek." The prize must have started typewriters clattering in every draughty garret from Delancey Street to Sunset and Vine.



UNIVERSAL'S NEW BOX OFFICE

"ROCK, PRETTY BABY" WAS "SNEA

and THE YOUNG AUDIENCE SIMPI

THE ADULTS RAVED AND PRAISE

NOW... SHOWMEN EVERYWHERE CA

CASH

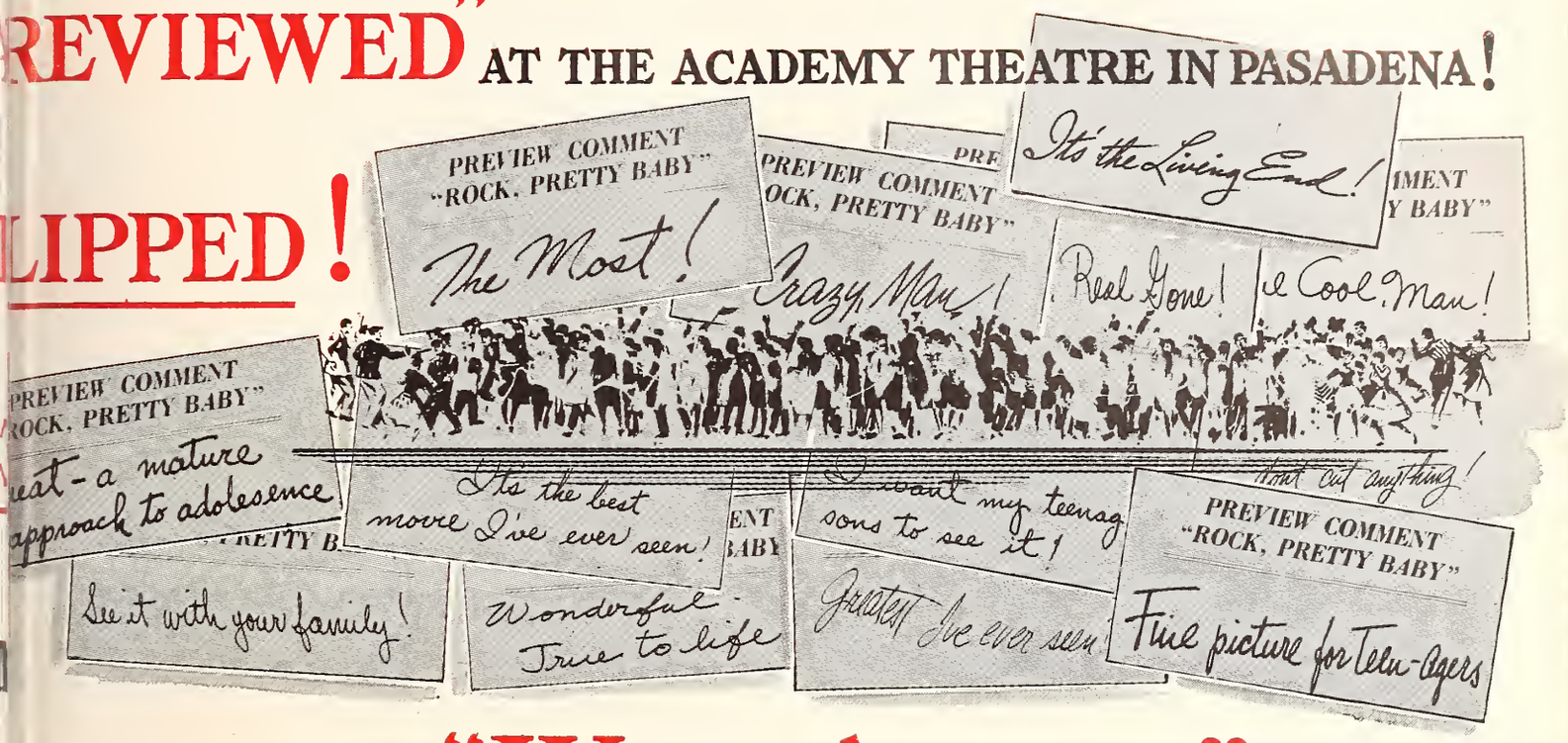
WATCH

for further
announcements
of the mammoth
PRE-SELLING campaign
aimed to jet-rocket
"BABY" way...way...up!

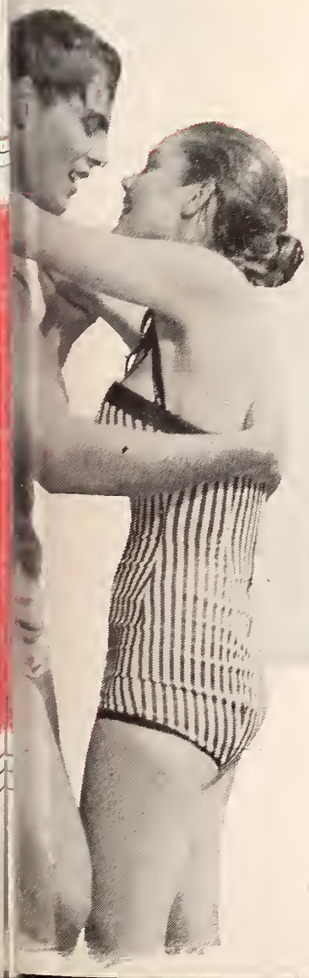
SENSATION OF OUR GENERATION

REVIEWED" AT THE ACADEMY THEATRE IN PASADENA!

LIPPED!



ON THE "WIDE APPEAL" OF...



STARRING **SAL MINEO**

An important NAME in the TEEN-AGE MARKET
following "Rebel Without a Cause" and "Giant"!

JOHN SAXON

That new sensation of the TEEN-AGERS
from "The Unguarded Moment"!

LUANA PATTEN

Universal International®

with **EDWARD C. PLATT · FAY WRAY · ROD McKUEN**

Directed by RICHARD BARTLETT · Screenplay by HERBERT MARGOLIS and WILLIAM RAYNOR

Produced by EDMOND CHEVIE · A UNIVERSAL-INTERNATIONAL PICTURE

Canada Fetes

(Continued from page 1)

annual dinner of the Canadian Motion Picture Pioneers.

At the MPTA convention tomorrow the luncheon speaker will be Martin Quigley, Jr., editor of Motion Picture Herald, whose subject will be "The Exhibitor — Today and Tomorrow." Quigley will also present the Quigley Award plaque for 1956 to theatre manager John McKim, according to Lionel Lester, president of the association.

Lionel Lester

McKim was the winner of the award for small situations for his showmanship at the Odeon Theatre in Ladysmith, British Columbia. He has since been promoted to the Odeon circuit home office in Toronto.

At the annual dinner and dance of the pioneers on Thursday the "Pioneer of the Year" award will be presented to Oscar R. Hanson, the only living member of the three founders of the group.

Hanson founded the Canadian Pioneers in 1940 with Ray Lewis, late editor of the "Canadian Moving Picture Digest," and Clair Hague, then manager of Universal Films.

Additionally, on Tuesday, The Toronto Variety Club will meet and the Canadian Council of Christians and Jews will hold its annual banquet.

See Production, Releases Up

(Continued from page 1)

other substantial increase will come from the new J. Arthur Rank American company's proposed "15 to 18" releases.

Other production and distribution increases were estimated by Columbia, which set itself a goal of 49 productions and "an average of four releases per month" for 1957. Some 42 films were released in 1956, when Columbia produced only 40. RKO reported 36 releases planned for the year, as against 26 for the previous year. Production, however, is expected to drop to 24 pictures from 38 in 1956.

M-G-M has plans for 40 releases by the end of 1957, as opposed to 34 that were distributed this year. M-G-M production calls for 24 films against 22 in 1956. Warner Brothers announced "30 to 35" productions for 1957 and "about 26" releases for the same period. The company described this program as "substantially the same as that for 1956."

Universal Pictures figured to up its 1957 release total by one, sending 36 into circulation. Thirty pictures are expected to be made during 1957, the same as the past year. United Artists has a goal of 48 releases, the same as for the past year.

Paramount reported "20 plus" as its 1957 schedule of production, with 20 slated for release that year. Totals for production and distribution in 1956 were 20 and 20. Allied Artists duplicated its 1956 plans with the 1957 schedule: 21 pictures to be produced, 31 to be released.

Based on Fiscal Years

The above figures are based on the fiscal year of each company. The 1956 figures are actually from fall 1955 to fall 1956. The estimates for the following year are based on a similar period through 1957.

Independent producers earlier this year estimated that over 300 pictures would be forthcoming from their organizations. The bulk of these are included in the release figures of the major companies which distribute for them. Also included in the increased release total for 1957 are some reissues.

American Broadcasting-Paramount Theatres, a new entry in the production field, is not included in the 1957 survey since it made known last week that its first release might not be ready for the new season.

Coyne Slat

(Continued from page 1

fore the House Ways and
Committee excise tax subco
according to the present sch
committee officials.

The subcommittee is sche
hold hearings all next week
and other aspects of excise t
lation.

UA Drive Winners

(Continued from page

Montreal exchanges are man
spectively by Joseph Sugar
Hendel and Sam Kunitsky.
branches will receive the t
of the $50,000 prize pool for
first in each of three groups
grossing potential. Milton E.
eastern division was the wi
division standings, while the
district earned top honors in
trict competition.

Free Films Provide

(Continued from page

lar military camp circuit will
available for the entertainmen
refugees.

The companies that have
teered their product are: All
ists, Columbia, Loew's, Inc
mount, Republic, RKO Radio,
eth Century-Fox, United Artis
versal and Warner Bros.

rgreaves

(Continued from page 1)

he Rank Organisation in Lon-
which has four or five years yet
."

newly-appointed head of the
American company discussed
niversal contract which has been
ect a number of years. Har-
s said Rank is producing about
ns annually. These are divided,
ing to their suitability for the
can market. From the 10 most
ie Universal may then select
ver ones they wish to distribute.

veral Have Handled Rank

fore the formation of the Amer-
company," he continued, "the
which were turned down by
rsal were offered to other Amer-
companies for distribution. In
ast 12 months Universal distri-
two or three of Rank's films,
lic three and the balance went
ur backlog. United Artists in
ast has also released Rank
ct."

greaves said the Rank produc-
acilities are geared now to pro-
about 20 films annually. This
t include the joint production
with French, Italian and Ger-
roducers, he said. "Managing
r John Davis has been gearing
udio for bigger product and
t which will have international
," he said, adding that the

Rank to Use TV, PA Tours

(Continued from page 1)

American exhibitors who haven't played British films in the past are a little afraid of them. We hope to break down whatever resistance there is to British films by having British stars come over to America for personal appearances in connection with their films' openings. We also propose to use television, but thus far our plans are still in the embryonic stage."

Martin to Head Advertising

Hargreaves, commenting on the formation of the Rank American company, said it has been incorporated in Delaware with a capitalization of 1,000 shares. The company will be headed by himself with other officers and directors yet to be appointed, he said. The company will seek an American sales manager to head actual distribution and sales while Geoffrey Martin, a Rank veteran of over 10 years, will handle advertising, publicity and public relations, in conjunction with an American agency.

"We may try to break away from standard advertising methods used here by other motion picture companies," Hargreaves said, pointing out that his company will "try to make film advertising look different, as U.S. film ads very much look alike."

Silent Regarding Budget

Declining to disclose the amount of dollars which the Rank group has set aside for operation of the American company, Hargreaves said he will distribute 50 per cent of all Rank's productions, plus films turned out by other British producers, and films produced on the Continent. He said that in the first 12 months of operation, the company will have about 15 films from Rank and about two or three from the Continent—Italian, German or French films, to offer U.S. theatres. He said the Rank group has about 14 to 15 films as a backlog at present "and about 70 per cent of these films are suitable for the U.S. market."

The company "will open by Easter around five or six offices across the country," Hargreaves said.

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results of this program "will be seen in three to six months."

Hargreaves, who left for Hollywood at the weekend, will return to New York late this evening and depart on Wednesday for London. He said that he will be back here for a longer stay in January, and return permanently in March. While in London, Hargreaves said he will resign all of his positions and directorships with the Rank group and sign a long term contract for the presidency of Rank Film Distributors of America.

REVIEW:

The Man Is Armed

Republic

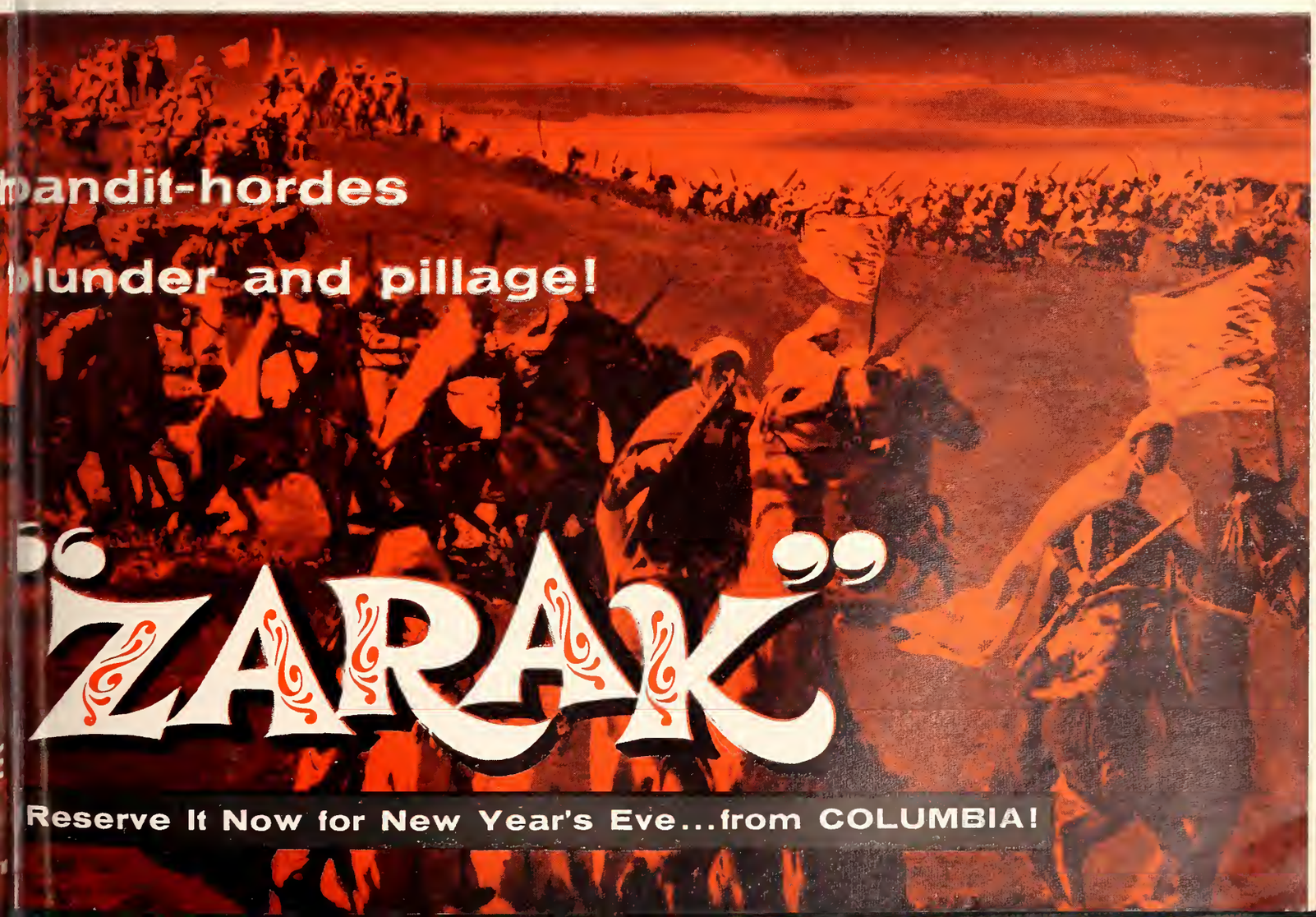
Somewhere along the line, this well-intentioned melodrama of introspection gets so muddled up in ideals that the actors come off second best. Not even some obvious last-minute briskness by director Franklin Adreon succeeds in taking "The Man Is Armed" out of the routine category.

Leading players here are Dane Clark, William Talman, May Wynn, Robert Horton and Barton MacLane, a quintet of acting competency that just doesn't get sufficient dialog and ensuing action to bring all contributing factors to this study of a man gone mad into the realm of believability. Therein lies the Edward J. White production's main fault.

The Richard Landau-Robert C. Dennis screenplay picks up Clark as he's released from prison. Outwardly a grim-lipped, silent individual, he seems to harbor a gentleness and compassion for his fellow humans. After he manages to kill the wrong man, however, his foothold on a bright-and-promising tomorrow is doomed. After a robbery, he streaks through the adjacent countryside, the gendarmes in hot pursuit. Gunfire finally sends him out of this world. The film is based on a story by Don Martin.

Running time, 70 minutes. General classification. For October release.

A.M.W.



IT'S ON THE WAY FROM RKO!

—for the most prosperous Holiday Season you ever had!

5 HAPPY REASONS why "Bundle of Joy" is a box-office gift . . .

1. Eddie's first movie—and he's No. 1 with millions of fans!

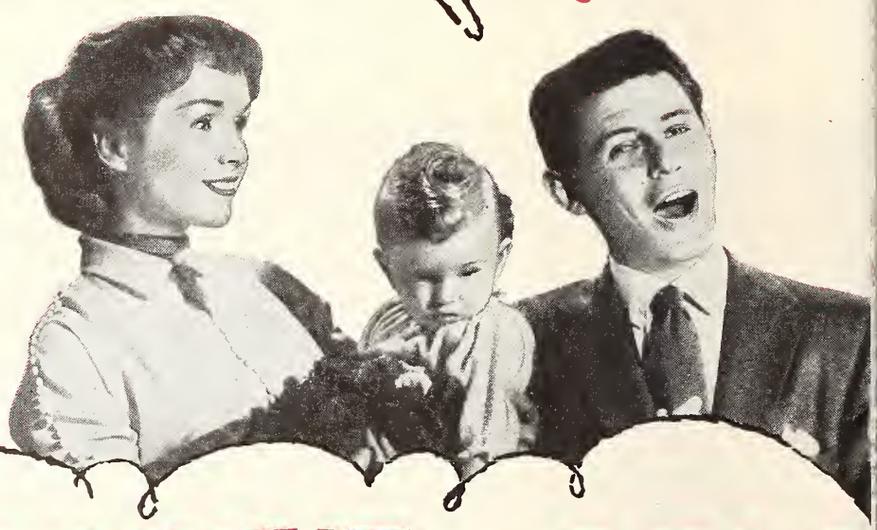
2. Eddie and Debbie—America'sNewSweethearts together for the first time in a movie!

3. 6 headed-for-the-hit-parade songs—sung by Eddie and Debbie—and the rest of this wonderful cast!

4. It's Technicolor and Wide Screen—to get them away from their TV sets and into your theatre!

5. It has wonderfully warm fun all the way—Toys . . . Songs . . . and a lot of the fun takes place in a Department Store... think of the tie-ups for you!

EDDIE FISHER DEBBIE REYNOLDS



IN

BUNDLE OF JOY

co-starring

ADOLPHE MENJOU TOMMY NOONAN TECHNICOLOR

with Nita TALBOT Una MERKEL Melville COOPER Bill GOODWIN Howard McN A

Produced by EDMUND GRAINGER. Screen Play by NORMAN KRASNA, ROBERT CARSON and ARTHUR SHEEKMAN · Story by FELIX JACKS

Directed by NORMAN TAUROG · Musical Numbers and Dances Staged by NICK CASTLE · Lyrics by MACK GORDON · Music by JOSEF MYROW

RKO RADIO PICTURES

RKO's Big-Money Package for Your Top Playing Time!

MOTION PICTURE DAILY

Concise and to the Point

All the News That Is News

0, NO. 97 NEW YORK, U.S.A., TUESDAY, NOVEMBER 20, 1956 TEN CENTS

us Bureau Report

Y. in '54 Had 1 Producers, 7 Exchanges

Theatres Tabulated st 1,241 for 1948

rom THE DAILY Bureau

HINGTON, Nov. 19 — New ate two years ago was the 141 motion picture produc- tablishments" and 197 film ex- —exclusive of studios and ex- specializing in television pro- and distribution, according to sus Bureau's 1954 census of for that state, released today. 141 producers, only 109 of arried a payroll, grossed $15,- ; the 197 exchanges—187 with

(*Continued on page* 6)

Firms' Dividends lightly in October

rom THE DAILY Bureau

HINGTON, Nov. 19—Publicly cash dividends by film cor- s totaled $1,714,000 in Octo- gainst $1,695,000 a year ago g to the Commerce Depart- day.

ncrease was attributable to a the dividend paid by Colum- ures, from $297,000 in Octo-

(*Continued on page* 6)

Will Release 14 t 6 Months of '57

rom THE DAILY Bureau

LYWOOD, Nov. 19.—Four- n productions, representing a penditure of $33,000,000, will ased by RKO Radio Pictures the first six months of 1957, een announced here by Wal-

(*Continued on page* 6)

Television Today

3

Vending Wage Hearing Held

Special to THE DAILY

ALBANY, N. Y., Nov. 19.—The revised order for minimum wage rates in retail trade establishments, on which State Industrial Commissioner Isadore Lubin held a public hearing at the capitol today, would affect employees of theatre concession stands.

Students would have to be paid for a minimum of four hours on non-school days, but could be employed for less hours on school days.

They and other stand workers would be compensated at a minimum of one dollar an hour in zone 1—cities, villages and unincorporated communities having a population of 10,000 or more, and the counties of

(*Continued on page* 2)

High Court Rejects Fox Appeal of Plane Tax

From THE DAILY Bureau

WASHINGTON, Nov. 19 — The Supreme Court today refused to review an appeal by 20th Century-Fox from a circuit court decision that it must pay the 10 per cent federal passenger transportation tax on fees paid to hire planes to fly studio personnel on business trips involving location sites.

Fox, in taking the case from the

(*Continued on page* 2)

U.S. Distributors Join Japan Censor Group

Special to THE DAILY

TOKYO, Nov. 16 (By Air Mail)—Ten American motion picture distributors in Japan have voluntarily joined the Motion Picture Code of Ethics Committee, a voluntary censorship body, in order to head off government action in censoring domestic and imported pictures threatened by the Education Ministry to prevent minors from seeing "objectionable" films.

The committee will seek to establish a workable and responsible system of self-regulation of motion pictures exhibited in Japan.

S. F. Autumn Business Up

Special to THE DAILY

SAN FRANCISCO, Nov. 19.—Fall theatre business is "substantially better" than last year's in San Francisco and "slightly up" over the entire nine Bay Area counties. Only two of San Francisco's first run houses report a decrease for the comparative periods with the remainder enjoying increases of 10 to 15 per cent. Good pictures spell the difference, exhibitors said.

Management of the two theatres reporting a box office decrease—the Golden Gate and the Fox—conceded

(*Continued on page* 2)

Catholic Bishops Hit 'Lurid' Ads; Urge Avoidance of B-Rated Films

Special to THE DAILY

WASHINGTON, Nov. 19—While the number of films rated as "objectionable" by the Legion of Decency in the past year showed a "marked decrease" over the previous one, the Bishops' Committee on Motion Pictures has reported that "lurid" advertising and the intensity" of offensive films "offer serious concern." The committee has also urged Catholics to avoid all pictures in the Legion's B category (morally objectionable in part for all) in its annual report made by Bishop William A. Scully of Albany, chairman of the committee.

Bishop Scully read the report to the Catholic bishops of the United States meeting in closed session last week at the Catholic University of America. It was made public yesterday.

Bishop Scully said that "although the number of films in the objectionable classification showed a decrease . . . the intensity of objectionability both in theme and treatment of a large segment of American-made films offered serious concern to the members of the hierarchy."

"Moral retrogression" has also been noted in advertising, the bishop told the assembled prelates. Many films are exploited "which through lurid and salacious details incite the baser nature of man and are alien to his rational nature as a child of God.

"This grievous violation of decency

(*Continued on page* 6)

'Despite Problems'

Sees Bright Future Ahead For Exhibitors

Quigley, Jr. Is Speaker At Ontario MPTA Meet

Special to THE DAILY

TORONTO, Nov. 19—Despite current and very grave problems the motion picture exhibitor is facing a bright tomorrow, Martin Quigley, Jr., editor of *Motion Picture Herald* and editorial director of Quigley Publications, stressed in an address to Ontario exhibitors here today. Quigley spoke at a luncheon session of the Motion Picture Theatres Association of Ontario during its annual convention at the King Edward Hotel.

A highlight of the luncheon was

(*Continued on page* 6)

Rogers Hospital To Get Annual MPAA Gift

Notification was received yesterday by the amusement industry's own Will Rogers Memorial Hospital and Research Laboratories that the ten major producing and distributing companies will contribute $50,000 to the Fund through the Motion Picture Association of America as they have done in past years.

In acknowledging announcement of

(*Continued on page* 6)

'O' to Become 'A' In 'Oklahoma' Sign

The biggest typographical error on Broadway will be corrected today at noon when sign painters change the "O" to "A" in the giant sign at Brandt's Mayfair Theatre where 20th Century-Fox's "Oklahoma!" in CinemaScope is the attraction.

Representing the state of Oklahoma, which has been highly concerned since the error was made, will be lovely Gretchen Wyler, of the hit Broadway show "Damn Yankees." The actress and theatre officials will join in the letter-correcting ceremony which will be viewed by Times Square throngs.

PERSONAL MENTION

WILLIAM B. ZOELLNER, head of M-G-M short subject sales, will leave Buffalo tomorrow for Boston, after which he will return to New York.

•

CHARLES (BUD) BARRY, vice-president of Loew's, Inc., in charge of television operations, is recuperating at home here following surgery.

•

MORRIS HELPRIN, president of London Film Productions (America), will return to New York tomorrow from London via B.O.A.C.

•

WINSTON MILLER, writer, will return to Hollywood this week from Tokyo.

•

PETER PERAKOS, JR., and MRS. PERAKOS are the parents of their first child, a boy, born at New Britain (Conn.) General Hospital. The father is office manager of Perakos Theatres Associates.

•

REX HOPKINS, manager of the Evergreen circuit's Hollywood Theatre, Portland, Ore., has been married there to RUTH JOHNSON MCBRIDE.

•

JERRY COLONNA will return to New York from London today via B.O.A.C.

Import Restrictions on MPEA Agenda Today

Restrictions on import licenses in a number of foreign markets will highlight the agenda of today's meeting of the board of directors of the Motion Picture Export Association, it was reported.

The MPEA directors will discuss the Malaya market and the import duties levied on American product there, the Burmese restrictions on imports and the possibilities of arranging for local distribution there, and the import license situation in Formosa.

Also, talks will center on a Canadian Pacific Steamship Line request for films and the Polish Children's Film Festival, in which there is a possibility that some American films may be entered.

'War' in London

LONDON, Nov. 19 (By Cable)—Paramount's "War and Peace" had a brilliant premiere at London's Plaza Theatre at the weekend, and the picture and star Audrey Hepburn's performance was strong praise from the critics.

Vending Wage

(*Continued from page* 1)

Nassau, Suffolk and Westchester. A minimum of 90 cents hourly would be in zone 2—the remainder of the state.

The present minimum rate is 70 cents in upstate cities like Albany; 75 cents in New York.

No representatives of concession companies appeared at hearings in four upstate cities. The final session, at the bar association building in New York, will be held Wednesday.

The recommendations for changes in minimum wage standards and certain other working conditions were drafted by the Retail Industry Minimum Wage Board.

A board will be appointed later to prepare a revised minimum wage code affecting specified types of employees in the theatre and recreation field.

High Court Rejects

(*Continued from page* 1)

Ninth Circuit Court to the Supreme Court, had urged review on the grounds that this was a significant test case, since similar suits against the Government involving five other studios are now pending in the lower courts.

The original Fox action was to retrieve the tax paid on sums paid from 1946 through 1949 to the Paul Mantz Air Service to fly photographers for surveys of proposed locations and studio executives on location-hunting trips.

Fox argued that these flights were not transportation and therefore tax-exempt; the Government mainatined that since Mantz was hired for the clear purpose of moving employees by air, this was transportation, regardless of whether the work was done en route.

The district court upheld Fox, but the circuit court reversed this ruling. Refusal of the Supreme Court to take the case leaves the circuit court decision in favor of the Government in effect.

Editors Nominate 10 For Critics Awards

HOLLYWOOD, Nov. 19—American Cinema Editors today announced the nominations for the third annual Aee Critics Awards to be voted by the press.

Nominated theatrical films are 'Oklahoma,' 'Picnic,' 'Bad Seed,' 'The Eddy Duchin Story,' and 'War and Peace.' Nominated television films are 'Father Knows Best,' 'Four Star Playhouse,' 'Jane Wyman Theatre,' 'Schlitz Playhouse of Stars' and 'The Loretta Young Show.'

Ballots were mailed press representatives today, returnable Nov. 30th, for announcement of winners on Dec. 8, at the Beverly Hilton Hotel here.

Schary Here For Meets On Future Production

Conferences on future production and studio activities will be held here during the next two weeks between Dore Schary, vice-president in charge of production, and Loew's, Inc., home office officials.

Schary, who arrived in New York from Hollywood, said here yesterday he will "see a number of the top Broadway shows" and confer with company executives. He will also attend the meeting of the board of directors of Loew's, Inc., which is scheduled for tomorrow.

Pacific Unopposed by FWC in Beacon Action

LOS ANGELES, Nov. 19.—The petition by Pacific Drive-In Theatres Corp. to intervene in the Fox West Coast Theatres declaratory relief action filed Oct. 31 against Beacon Theatres, Inc., operating the Bel-Air Drive-in near San Bernardino, was not opposed by FWC when the petition came up for a hearing which opened today in Federal Judge Harry C. Westover's court.

The FWC action against Beacon is based on the claim that FWC's conventional California Theatre in San Bernardino is competitive with the Bel-Air Drive-in and is entitled to negotiate for a prior run. Pacific Drive-in's petition sets forth the view that drive-ins are more competitive with each other than conventional theatres.

CFR Hears Johnston

Eric Johnston, president of the Motion Picture Export Association of America, was a principal speaker at last night's meeting here of the Council of Foreign Relations. Johnston, who recently returned to this country from a trip behind the Iron Curtain, spoke on the MPEA's member companies plans to sell feature films to Czechoslavakia, Hungary and Poland. He also reported on economic conditions in the Iron Curtain countries he visited during his trip.

'Brave' Holds Pace

LOS ANGELES, Nov. 19 — The King Brothers' "The Brave One," currently in its fourth week at the Four Star Theatre here is maintaining its brisk pace at the boxoffice with business for its fourth weekend topping the third by a considerable margin—a "fine" $7,626.

Francis L. Sullivan, 53

Francis L. Sullivan, 53, British stage and screen actor, died yesterday at Mt. Sinai Hospital here of a lung ailment.

San Francis

(*Continued from page* 1

they "didn't get very good pic

Manager Earl Long of the mount, where "Giant" is doing business on the heels of the e run of "War and Peace," is cor good films, either of extended ventional length, are appreciate an opinion shared by all local tors.

Unique among SF's tourist tions are two theatres—the O with Cinerama and the Coron "Oklahoma!" Tourist & T Bureau statistics prove many to Northern California mad Francisco a "must" on their iti because they wanted to see both of the long run films wh exclusively licensed here in t per half of the Golden State.

The art houses, including th town Stage Door, which just c ed a four-month run with "L Life," continue to enjoy a trend 1955. The 15 downtown seco seldom have had it better ar only isolated examples, the ne hoods roll merrily along in t black.

Across the Bay the neighb have not fared so well in spots, with the blame being on tv and, especially in Alame Contra Costa counties, the of juvenile hoodlumism which ing one exhibitor to think s of closing down after r brawls in his lobby.

Television's impact on the fice generally is depreciated a year's almost universal wail h tv would ruin the industry wit years.

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ate 'Oscar' ominations

From THE DAILY Bureau

LLYWOOD, Nov. 19—Nomina- or the 29th annual awards of ademy of Motion Picture Arts nces will be announced Feb. 18, t is announced by George Sea- cademy president. All pictures nted by the nominees will be d for Academy members at ademy Award Theatre in Hol- d during the last week in Febru- nd the first three weeks of Approximately 1,800 members te for the final winners.

Academy board of governors oted earlier this year not to e the coming nominations. The presentation is set for March 57.

nick, Stars Attending ecca' Bow Tonight

ucer David O. Selznick and Century-Fox stars Betty Lou nd Warren Berlinger will head f celebrities and civic and so- ignitaries attending tonight's re of "Rebecca," at the Nor- Theatre. All proceeds from gram will go to the Federation Handicapped.

"Rebecca" premiere will also o commemorate the 21st an- ry of the Federation. Headed Leo Mayer, the organization handicapped citizens in respon- ndustry positions.

r Prizes for Best g' Theatre Drive

ed Artists has announced a con- r theatre managers in which of $2,500 in cash and an ex- paid trip to Hollywood will be or the best campaign in behalf King and Four Queens." The the biggest single cash award fered to showmen in connec- th a local campaign contest, ng to Roger H. Lewis, UA na- irector of advertising, publicity ploitation.

"King of Showmen" competi- open to every theatre in the States and Canada, playing the or to June 1, 1957. The Russ- roduction is in CinemaScope for Christmas release by UA. rt Waterfield and Jane Russell -Field, Clark Gable (a star of) and Roger Lewis will join panel of motion picture trade ion editors to select the win-

size of the theatre will not be of consideration in the judging her the amount of money spent campaign nor the comparative e returns will be evaluated. will be based solely on in- originality, practicability, e and efficiency.

campaign submitted must t least five of the following categories: advertising, exploitation, promotion, publicity, tv-radio, retail cooperation and civic activities. The work done in the various categories requires appropriate documentation by tear sheets, photographs and certification from participating television and radio stations. Application blanks and rules of the contest will be included in "The King and Four Queens" pressbook.

Universal Sales Meeting Set On Coast Dec. 3

Universal Pictures Co. will hold a week-long sales executives conference at the Universal-International studios starting Monday, Dec. 3.

It will be attended by the company's sales executives from all sections of the country and Canada including the home office sales cabinet, the district managers and representatives of Empire Universal of Canada, according to Charles J. Feldman, vice-president and general sales manager who will preside.

Will Treat 1957 Product

The week-long series of meetings, which will also be attended by the company's advertising and promotion executives from New York and the studio, are designed to brief the sales executives on the company's pictures to be released during 1957, to review sales policies and to outline promotional plans.

Following the studio sales executives conference, the division sales managers will hold a series of regional sales meetings with the district managers, branch managers and salesmen in Los Angeles, Kansas City, Chicago, New Orleans, Cincinnati, Pittsburgh and Washington.

Top Officials to Attend

Milton R. Rackmil, president; N. J. Blumberg, chairman of the board; Alfred E. Daff, executive vice-president; Edward Muhl, vice-president in charge of production and David A. Lipton, vice-president, will join the sales executives at their week-long series of meetings. Feldman, who will preside, will head the home office sales cabinet which includes F. J. A. McCarthy, assistant general sales manager; P. T. Dana, Eastern sales manager; Foster M. Blake, western sales manager; Henry H. Martin, southern sales manager and James J. Jordan, circuit sales manager.

WB Signs Abbott

BURBANK, Calif., Nov. 19 — Jack L. Warner has announced that George Abbott will produce "Damn Yankees" the Broadway musical, as a motion picture for Warner Bros. Production is scheduled for early 1957.

Alfred Buys Theatres

LIVINGSTON, Tenn., Nov. 19—Leland Alfred has taken over the Ritz and Sundown Drive-in theatres here from Mr. and Mrs. Fred Rose and Mr. and Mrs. Dwain Peterson, purchasing both properties and equipment.

Television Today

RKO 'DEW Line' Short For Television, Screen

Of a high order of interest, production skill and national significance is the RKO-produced documentary subject, "Letter from the DEW Line," which was previewed last Thursday before the invited press at the Essex House in New York. The Air Force was luncheon host with the General Tire & Rubber Company, which will sponsor the subject, to be shown between the halves of the professional football game scheduled over CBS nationally Thanksgiving Day at noon, E.S.T., also sponsored by General Tire. The DEW (Distant Early Warning) Line is that electronic system in the Far North beneath the Aretic Circle which will be our first line of defense in the event of enemy air attack. When completed it will afford the United States and Canada four to six hours in which to bring into action its anti-air forces. Here is a vital subject about which the whole country should be informed and here is a prime example of how television can do just such a job. Later RKO plans to offer a two-reel film subject, further carrying the message to the nation's people.—*C.S.A.*

British TV Executives Study American Methods

LONDON, Nov. 19—Three leading British TV executives are currently visiting America. They are Howard Thomas, managing director of ABC-TV; Cecil Bernstein, managing director of Granada TV, and John MacMillan, program controller of Associated-Rediffusion.

Although ostensibly there to study American TV methods, all three are understood to be interested in Hollywood films now sold to tv interests.

The British Broadcasting Corporation has agreed with producers and distributors here to a controlled release of feature films—20 in a year—over the BBC network, but commercial TV contractors are unlikely to agree to such a restriction of their program plans.

New NBC-TV Lineup

A new weekday morning program lineup for NBC-TV has been announced by Mort Werner, vice-president of notional television programs. Effective Dec. 31, "Home" will shift to the 10-11 A.M. time, replacing "Ding Dong School," which will go off the air Dec. 28, Werner said. An audience participation program, "The Price Is Right," starring Bill Cullen, will follow "Home."

Beckwith Joins NTA

Aaron Beckwith, for the past tw years vice-president in charge c MCA-TV's New York office, ha joined National Telefilm Associates a director of business development.

Won't Cover Olympics Under Limit: Agencies

Motion pictures of the 1956 Melbourne Olympic Games will not be available for theatrical or television showing unless the Olympic Committee makes a last minute change in its stand to limit coverage, the American and European news film agencies have declared officially.

A year-long negotiation has ended with both sides still in disagreement over policy, the organizations reported. The newsreel companies of several countries proposed to form a pool to film the games at their own cost and to limit the use of the pictures to three minutes in any one newsreel up to a total of nine minutes per day.

In addition, the Olympic Committee was offered full commercial rights to the entire coverage of the games in Australia and parts of the world not covered by the members of the news pool, the organization said.

The committee refused the proposal, according to the film pool. Instead, the committee suggested that the newsreels could have three minutes of film a day, but that the amount of film sent from Melbourne would be limited. The pool rejected this counter-offer on the grounds that the restriction would deny proper news coverage.

TV Called Ideal for 'Explosion' Advertising

NEW ORLEANS, Nov. 19—Television is the ideal medium for the new technique of "explosion advertising," Robert McFayden, NBC manager of sales and merchandising plans, said here last week in a speech before the Advertising Club.

McFayden said that "explosion advertising" is becoming increasingly important as the public grows more sophisticated and more surfeited with advertising. The new technique, he said, attracts the attention of the public by lifting the sales message above "the noise level in the market place."

Warwick Films Plans New TV Company

LONDON, Nov. 19—Warwick Films has announced plans to enter the tv field. Executive producer Irving Allen said here last week "We will put a lot of money into the new company and build up a very large organisation." Four series of 39 films will be made for tv. They will be for Anglo-U.S. release and deal with the following subjects: "The White Hunter," "The Black Knight," "Interpol" stories and an unnamed subject with Indian backgrounds similar to those of the forthcoming Warwick theatrical feature, "Zarak."

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Bishops Hit

(Continued from page 1)

and obvious dishonesty through misrepresentation (already noted by trade and secular journalists) call for immediate remedy by the motion picture industry, lest our films here and abroad be characterized as a complete glamorization and deification of the flesh."

During the past year the Legion reviewed and classified 328 motion pictures of which 269 were domestically-made and 59 were from abroad, the bishop stated.

Of American films, 88 or 32.71 per cent were A-I (morally unobjectionable for general patronage); 117 or 43.50 per cent were A-II (morally unobjectionable for adults); 62 or 23.05 per cent were B and one (produced without a Motion Picture Code Seal) was C (condemned). One movie, "Storm Center," was separately classified.

Report on Foreign Films

Ten foreign films, or 16.95 per cent, received A-I typing; 24, or 40.68 per cent were A-II; 18, or 30.51 per cent were B, and seven, or 11.86 per cent, were condemned.

Last year, 92 American films, or 33.45 per cent, rated B classification, while four were condemned. At the time the Legion noted the largest percentage of offensive films in its history.

Film Firm Dividends

(Continued from page 1)

ber, 1955, to $312,000 this October; and to a special 4,000 stock retirement dividend paid by the Roxy Theatre.

For the first 10 months of 1956, film company dividends payments dropped slightly from the same 1955 period, totaling $23,317,000, as compared with $23,635,000, Commerce reported.

Other October payments reported today, unchanged from the 1955 dividends, were: District Theatres, $15,000; Republic Pictures, $100,000; American Broadcasting - Paramount Theatres, $1,162,000, and Chesapeake Industries, $121,000.

RKO to Release

(Continued from page 1)

ter Branson, RKO vice-president in charge of worldwide distribution, following conferences with Daniel T. O'Shea, president, and William Dozier, vice-president in charge of production. Branson left tonight by plane for New York.

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Sees Exhibitor Future Bright

(Continued from page 1)

the presentation of the Quigley Award plaque for showmanship to John McKim of the Odeon circuit. McKim was the manager of the Odeon theatre, Ladysmith, B. C., when he won the Managers' Round Table competition but he has since been transferred to the circuit home office in Toronto.

The meeting, which reelected the incumbent board of directors, was told by President Lionel Lester of a letter sent to the Fowler Commission, opposing pay-as-you-see television.

Membership Fluctuates

Russ Simpson, reporting for the membership committee, said while there had been 31 new members, four of them drive-ins, the association had lost 24 memberships. There are a total of 346 paid-up members in the association.

Jack Clarke, on finances, said there will have to be something done about increasing the membership fees, since the association has operated at a loss for the last three years.

Lester said that discussions are going on with the major bus companies toward the eventual elimination of railroad express for the shipment of films.

The question of the cost of press books and mats charged for by Canadian film distributors, brought up by Jack Weiser, Oshawa, will be taken to the national committee of Canadian Exhibitor Association which begins its sessions tomorrow.

'Human Nature Does Not Change'

Speaking on "The Exhibitor Today and Tomorrow," Quigley said, "The public seeks good entertainment. The bedrock strength of the motion picture industry and the motion picture theatre operator is that human nature does not change. Entertainment supplies a realistic human need. Customs of people change as do the places where they live. The type and method of motion picture theatrical presentation must adjust with the changing times. But the theatrical presentation of motion pictures is a permanent part of world life.

"We do not know for sure," he continued, "whether the theatres of tomorrow will be projecting film made photographically as they do today. The presentation may be electronic or in some manner not yet dreamed of. Yet long after all prophets of doom are forgotten and home television finds its rightful place in the household along with the telephone, electric refrigerator, radio, vacuum cleaner and other devices and gadgets, there will be theatres—thousands of them—in every country of the world providing motion picture entertainment."

Cites Six Films

Discussing each of the three major branches of the industry in relation to the future of exhibition, Quigley cited "War and Peace," "Giant," "Around the World in 80 Days," "The Ten Commandments," "The King and I" and "The Seven Wonders of the World" as just a few examples of modern top notch product. "These," he said, will gross worldwide more than any equal number of pictures that can be named in the entire fifty years of history of the feature film. Certainly no industry that is producing that kind of product is dead or dying."

Points to Production Abroad

Turning to the future he said that the outlook for quality product is certainly as promising. "The studios realize that pictures have to be better to compete successfully for the public's time. Studios in Britain, on the continent and in other parts of the world are learning more and more how to make films that will appeal in the international market."

Quigley then cited the revolution in Hollywood from studio-made product to independent production and said that this would give the creative artist, the producer and the director a greater stake in the financial success of the picture and greater autonomy in making it.

On the exhibition plant itself he pointed out that largely it has not kept up with the times. This obsolescence, he said, has had much to do with the recent wave of closings. "It is axiomatic," he said, "good product should be shown in the best possible circumstances."

Among other problems of exhibition Quigley mentioned falling mid-week attendance and the rapidly changing pattern of runs and clearances.

Calls for Adjustments

"Each of the various types of exhibition situations," he said, "must adjust as circumstances indicate to changing conditions. Each theatre needs to adjust with population changes. Each theatre needs to keep modernized. The introduction of the new techniques has required new equipment and in some instances entirely new theatres."

On distribution Quigley mentioned the present moves by the majors to streamline their exchange plants. Concerning exhibition's relations with distribution, he said, "We look forward to the time when distributors and exhibitors will work together, at least most of the time, with their attention on their main target. That is—The Public.

"At present and in the past exhibitors and distributors have spent too much time and trouble in negotiations with each other."

'The Best Devised Medium'

Summing up, he said, "After all the motion picture medium theatrically presented is simply the best devised medium for the dramatic re-creation of reality. What the writer, dramatist and entertainer of the future can conceive may best be presented in theatres. This insures the motion picture exhibitor of a bright tomorrow."

Richard Main, of Sutton, described Quigley's speech as 'Thought quiet,' He added that 'we are to find that Martin Quigley's editorial director has been ta one as intelligent.'

Rogers Fun

(Continued from page 1)

the annual MPAA gift, Abe Mo president of the hospital fund "The major companies are s in a very substantial way thei ingness to support and maintai Will Rogers Memorial Hospit Research Laboratories. This gift again proves that each and one of the ten companies are s behind the hospital, and tha recognize the worth and the n the services rendered to 'ou employees and their families. indeed grateful to the MPAA help and, as in the past, it wi us well along our serious way bringing healing to our indust ple and restoring them to lives."

N.Y. State in '54

(Continued from page 1

paid employees—took in $298,9 comparisons with the 1948 cens reported.

The 1,159 regular film t grossed $176,807,000, in 19 against the $198,196,000 colle the 1,241 under-roofers opera years earlier; the 126 drive-ins $6,828,000; grosses of the 33 d operating in 1948 were not di

Ohio figures, also reported t the Census Bureau, revealed n producers—seven with payro total receipts of $650,000 in 19 34 film exchanges—30 with p took in $19,969,000. Again, 19 ures were not available.

The 599 regular theatres $46,474,000, as against $63,54 in by the 792 film houses in 19 164 drive-ins grossed $10,7 compared with $3,732,000 gro the 88 outdoor theatres opera 1948.

Progress Report Ma On Study of Code

A progress report on the st the Production Code and the pieture industry's self-regulati been presented at a meeting Code committee of the Motion Association of America.

The meeting was presided Erie Johnston, MPAA presider was brought up to date on th committee's work on recommer for changes in procedures of t duction Code Appeal Board certain Code regulations.

Roy Kellino Dies

HOLLYWOOD, Nov. 19—R lino, 44, motion picture direct of a heart attack in his home day. Funeral services will b Wednesday in West Los An

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MOTION PICTURE DAILY

All the News That Is News

. 80, NO. 98 NEW YORK, U.S.A., WEDNESDAY, NOVEMBER 21, 1956 TEN CENTS

llings:

ist Standing ommittees of OA for Year

Name Other Units Special Projects

e standing committees of The- Owners of America for 1956-57 made public yesterday by presi- Ernest G. Stellings. Additional ittees for special projects and iments will be named as re- d to carry out the current pro- , it was reported. Missing from ist of 23 TOA committees is a appointed to deal with arbitra-

e co-chairmen of each standing

(*Continued on page 7*)

's First Pre-Release licity Manual Out

By LESTER DINOFF

ght thousand copies of Warner pre-release publicity manual for Doll" will be sent out this to exhibitors, fieldmen, branch district managers and to foreign city people, according to Robert plinger, vice-president and di- of advertising and publicity e compnay.

plinger said a pre-publicity al will be sent out on all future er Bros. release, containing a rehensive advertising and pub- report including all newspaper, zine, radio and television breaks

(*Continued on page 6*)

Television Today

e 7

COMPO, Allied Committees Will Meet Before End of Year on Achieving 'Rapprochement'

Meetings between committees of the Council of Motion Picture Organizations and Allied States Association will take place "between now and the end of the year" to seek to bring about "a rapprochement" between COMPO and the exhibitor organization, according to Emanuel Frisch, chairman of the COMPO committee.

Rube Shor, president of National Allied, announced earlier this month he will shortly appoint a committee to negotiate with COMPO to determine whether or not the exhibitor group should rejoin COMPO.

Frisch was named chairman of the COMPO committee, following that organization's executive committee meeting in late September. Frisch's group is to study Allied's complaints against COMPO and its special counsel Robert W. Coyne. Thus far, only preliminary talks on the matter have been held between both parties.

Kodak Votes Dividends For 51,000 Employees

Special to THE DAILY

ROCHESTER, N. Y., Nov. 20.— The directors of the Eastman Kodak Company today voted wage dividends estimated at $35,700,000 to be shared by about 51,000 Kodak men and women in the United States. The wage dividend, to be paid next March 19, is the highest amount authorized since the plan was begun by the company 44 years ago. Eligible employees will receive $31.75 for each $1,000 they earned at Kodak during the five years from 1952-56.

The Kodak directors declared a

(*Continued on page 2*)

Set 3-Shows-a-Day For '10' in Detroit

The Cecil B. DeMille-Paramount production of "The Ten Commandments" begins an experimental three-shows-a-day run in Detroit today with only the evening performance scheduled for reserved seats, Paramount has announced in disclosing future opening dates for the picture.

The purpose of the special policy is to compare results with the legitimate theatre scheduling being observed in all other runs of the picture. The performances are arranged for

(*Continued on page 6*)

'Giant' Tops WB Grosses

With approximately 30 new openings this past week and a number of sustained holdover engagements, George Stevens' "Giant," presented by Warner Bros., has established itself as the greatest grosser of all time for Warner Bros., the distributor.

The following grosses were reported for the picture in several of the new situations: $27,481 for the first four days in Indianapolis; $25,545 the first three days in Atlanta; $23,678 for four days in Cincinnati; $23,526 in four days in Columbus; $22,735 for five days in Syracuse; $21,000 for five

(*Continued on page 6*)

Optimism the Keynote At CEA Toronto Confab

Special to THE DAILY

TORONTO, Nov. 20 — Optimism pervaded the annual meeting today of the national committee of Canadian Exhibitors Association here. Morris Stein was re-elected chairman of the meeting which was noteworthy for its lack of contentious issues.

"We've reached the bottom of business," said Owen Bird, Ladner, B.C., exhibitor, who also operates the

(*Continued on page 2*)

In Anti-Trust Case

Federal Court Decides for B&K, Majors

Tower Theatre, Chicago Loses Suit for Damages

Special to THE DAILY

CHICAGO, Nov. 20.—A Federal jury has returned a verdict here in favor of Balaban and Katz Corp. and the major film distributors in an anti-trust suit filed against them by the Tower Building Corp., owners of the building housing the Tower Theatre here. The jury found in favor of the defendants on all counts in the suit.

The plaintiff had sought to prove $700,000 in damages and had instituted suit for "treble damages," or

(*Continued on page 6*)

Fox Overseas Drive Brings Record Billings

The greatest amount of billings in any single week in the history of 20th Century-Fox's International and Inter-America Organizations was achieved during the week of Nov. 11 to 17 which was dedicated to

(*Continued on page 2*)

Figaro Will Produce Five for UA Release

Figaro, Inc., will produce five pictures in 1957 for United Artists release, Robert Lantz, vice-president, announced yesterday.

The five features to go before the cameras next year include "Top Dog" "Commencement" and "Border Trumpet" all to be produced by Walter Wanger. The others are "The Quiet American" and "Santo Cowboy," both to be written and directed by Joseph L. Mankiewicz.

FIRST TIME AT POPULAR PRICES!
RODGERS & HAMMERSTEIN PRESENT
OKLAHOMA!
A MAGNA PRODUCTION distributed by 20th Century-Fox
CINEMASCOPE
Technicolor
ADVERTISED IN THE DECEMBER ISSUE OF
Redbook
THE MAGAZINE FOR YOUNG ADULTS
Nearly 7,000,000 Primary Readers

PERSONAL MENTION

KENNETH HARGREAVES, president of Rank Film Distributors of America, returned to New York yesterday from Hollywood and will leave here today via B.O.A.C. for London.

•

MILTON R. RACKMIL, president of Universal Pictures, will return to New York today from the Coast.

•

MRS. GEORGE SKOURAS on Saturday will attend the Boys Town of Italy Holiday Ball at the Statler Hotel, Hartford.

•

ERNEST PELSON, regional auditor for Buena Vista in Philadelphia, will be married in Montclair, N. J., tomorrow to BLANCHE STEWART.

•

OSCAR F. NEU, president of Neumade Products, Inc., who is convalescing from surgery at New York Hospital, will return at the weekend to his home in Crestwood, N. Y.

•

GABE SUMNER, for six years a publicist at Paramount here, has resigned to enter business for himself as press liaison for entertainment and industrial accounts.

To Stress 'Fun' at 18th Annual Pioneer Dinner

A policy of stressing entertainment ("less speeches—more fun") has been adopted for the 18th annual dinner of the Motion Picture Pioneers this year, according to Sol A. Schwartz, general chairman of the dinner. The affair, which is in honor of R. J. O'Donnell, named "Pioneer of the Year," will be held at the Waldorf Astoria Hotel in Friday evening, Nov. 30.

Teen-Agers to See '10'

More than 1,600 of New York City's underprivileged teen-agers will attend the first unscheduled performance of Cecil B. DeMille's "The Ten Commandments" at the Criterion Theatre here on Friday. A morning showing of the film was arranged under a program formulated by The National Council of Disc Jockeys for Public Service.

No Paper Tomorrow

The MOTION PICTURE DAILY will not be published tomorrow, Thanksgiving Day, a legal holiday.

THE WINNER of the Motion Picture Herald Grand Award for "small situation" Showmanship, John McKim of the Odeon circuit, receives his silver plaque from Martin Quigley, Jr., right. Presentation was made at the convention of the Motion Picture Theatres Association of Ontario held Monday in Toronto.

CEA Meeting

(*Continued from page* 1)

West Coast Booking Association. "There is no direction for us to go now, other than up."

The exhibitors expressed their delight that distributors are beginning to realize the uphill fight faced by exhibitors.

Provincial governments across the country will be approached by all the exhibitor associations on the question of the amusement tax.

The Academy Awards Contest conducted last spring at the invitation of Charles Chaplin, general manager of United Artists Corp., was unanimously approved by the exhibitors as a success.

F. G. Spencer was elected eastern vice-president, while Duane Mackenzie was named western vice-president. Secretary treasurer is Dick Main. Arch Jolley continues as executive secretary of the organization.

UA Fieldmen's Meet Set Here Nov. 29

A United Artists fieldmen's convention, bringing together exploitation representatives from every territory in the United States and Canada, will be launched here on Nov. 29, Roger H. Lewis, national director of advertising, publicity and exploitation, announced yesterday. The three-day session at the Park Sheraton Hotel will unveil plans for new promotional procedures and set a detailed exploitation program to back UA's roster of approximately 48 releases for the coming year.

The conference, the first of its kind held by UA, will implement the company's campaign to revise and stimulate promotion at the local level.

Kodak Votes

(*Continued from page* 1)

cash dividend of 60 cents per s and an extra dividend of 25 cent share on common stock and the lar one and one-half per cent dend on preferred stock. These dends are payable Jan. 2, 195 share owners of record Dec. 5, Total cash dividends declared on mon stock in 1956 amount to per share, which compares with a share in 1955.

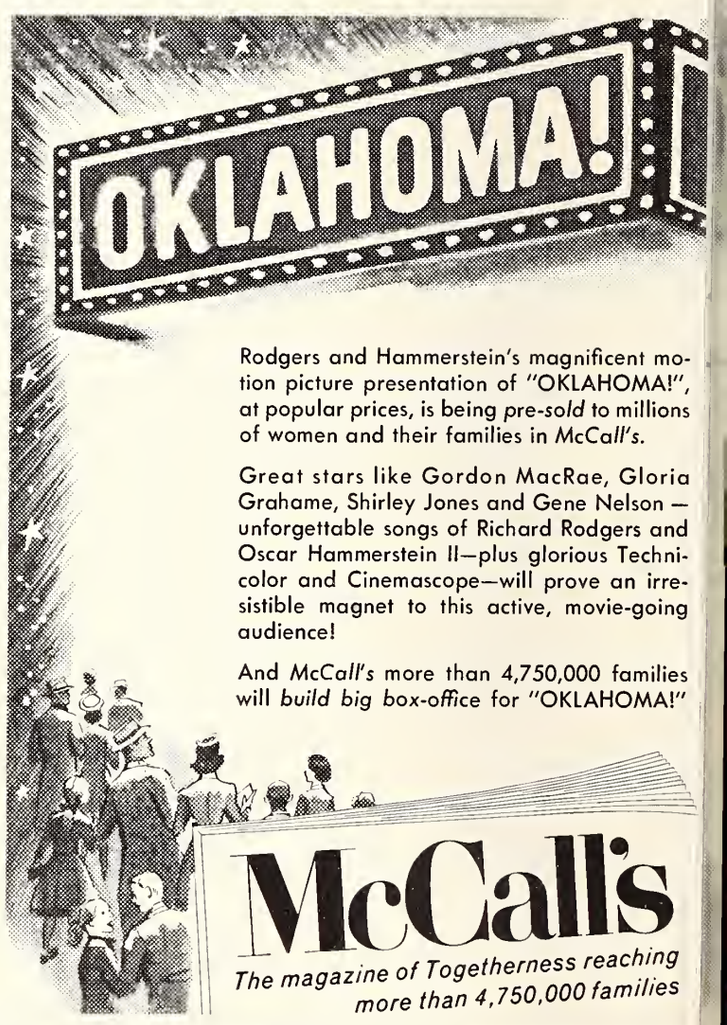
Kodak directors also declar common stock dividend of 5 per or one share for each 20 shares The stock dividend is payable Ja 1957, to share owners of record cember 5, 1956.

Fox Overseas Drive

(*Continued from page* 1)

Emanuel D. Silverstone, vice ident and general sales manag was announced yesterday.

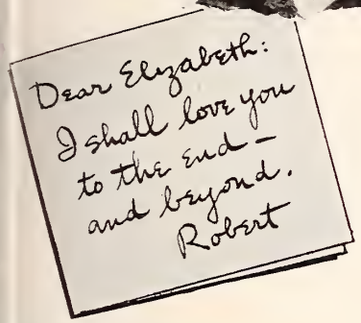
The dedication week to the pany executive was part of the organization's 1956 Sales I known as the Overseas Oly Drive.



MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. V Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope William nup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays days and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a Motion Picture Daily. Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

MORE BOX-OFFICE BOUNTY!

Last week we told you about "The Opposite Sex," "Julie," "The Teahouse Of The August Moon," "The Iron Petticoat," "The Great American Pastime," "Edge Of The City." Here's more of the wealth of fine entertainments from **M-G-M.**



The Great Love Story!

"THE BARRETTS OF WIMPOLE STREET"

(CinemaScope—Metrocolor)

Jennifer Jones, John Gielgud, Bill Travers, Virginia McKenna.

"THE LITTLE HUT"

Based on the stage play

They're hungry for women
And Ava's but one—
A plot that provides you
A Hut-full of fun.

Ava Gardner, Stewart Granger, David Niven.

A Herbson Production

"SLANDER"

A timely drama of a scandal magazine's publisher and his victims. Highly explosive and exploitable!

Van Johnson, Ann Blyth, Steve Cochran.

For fun, romance and a warm glow, follow

"THE HAPPY ROAD"

Gene Kelly, Barbara Laage, Michael Redgrave.

A Kerry Production

An American correspondent in Mexico uncovers the ancient ritual of "The Sacrificial Virgins."

"THE LIVING IDOL"

(CinemaScope—Color)

Steve Forrest, Liliane Montevecchi, James Robertson-Justice.

An Albert Lewin Production

"RAINTREE COUNTY"

It is not too early to predict that it will be one of the great attractions of all time!

(In M-G-M Camera 65—Metrocolor)

Montgomery Clift, Elizabeth Taylor, Eva Marie Saint, Nigel Patrick, Lee Marvin.

COLUMBIA'S CHRI
FOR YOUR MOST IM

HOT ON THE HEELS OF THAT

SENSATIONAL "ROCK AROUND THE CLOCK"...

HERE'S THE BIG, BIG NEW MOVIE

WITH THE NATION'S TOP ROCK 'N' ROLL STARS!

The kings of ROCK are rollin' back to the screen... in their BIGGEST!

with JOVADA AND JIMMY BALLARD

Written by ROBERT E. KENT and JAMES B. GORDON • Produced by SAM KATZMAN

Directed by FRED F. SEARS • A CLOVER PRODUCTION

HEP TIP! EVEN IF YOU HAVE A SINGLE-BILL HOUSE..

MAS PACKAGE... *
RTANT AUDIENCES!

ND FOR A SOCK TEEN-AGE* COMBO SHOW–

OOK "ROCK" WITH

HE SHOCKING JUVENILE DELINQUENCY STORY

HAT'S NEVER BEEN TOLD BEFORE!

THE STARK TRUTH
ABOUT TEEN-AGE GANGS!
THEIR WARS!
THEIR GIRLS!
THEIR CRIME-
SCHOOLS!

RUMBLE ON THE DOCKS

cing JAMES DARREN with Laurie CARROLL · Michael GRANGER · Jerry JANGER · Robert BLAKE and FREDDIE BELL AND HIS BELLBOYS

Screen Play by LOU MORHEIM and JACK DeWITT · Based on the Novel by FRANK PALEY · Produced by SAM KATZMAN

Directed by FRED F. SEARS · A CLOVER PRODUCTION

You'll go for Jimmy Darren...the new teen-age screen idol!

THIS SOCK-ROCK COMBO FOR THE TOP B.O. IN TOWN!

Tower Case

(*Continued from page* 1)

$2,100,000, which Judge Julius J. Hoffman had ruled permissible under the anti-trust laws. Suit was filed against Loew's Inc., Columbia Pictures Corp., Paramount Pictures, Inc., Paramount Film Distributing Corp., RKO Radio Pictures, Inc., 20 Century-Fox, United Artists Corp., Universal Film Exchange Distributors, Warner Bros. Pictures Distributing Corp., Balaban & Katz, Chicago Orpheum Co., RKO Theatres, Inc., Warner Bros. Circuit Management Corp., Warner Bros. Theatres, Inc., and Winston Theatres Corp.

The Tower Buliding suit had charged that the aforenamed "monopolized first runs downtown and first outlying runs" and "in a conspiracy put the Tower Theatre in a run subsequent to the Loop and subsequent to the first outlying runs, thus giving the Tower an inferior playing position to B & K and W.B. theatres."

Avalon, Capitol Named

The suit further charged that while B & K "formerly operated the Tower Theatre they did not own it and consequently favored the Tivoli and the Southtown theatres, both of which they owned and operated." The suit placed similar charges against Warner Bros. Theatres and named the Avalon and Capitol as the key theatres in the case.

The suit charged further that the distributing companies and B & K made a special deal in 1947 with H. Schoenstadt & Sons with reference to the Picadilly Theatre, "putting it ahead of the Tower." The period for damages asked began in 1938 and extended to Sept. 18, 1950, the date on which the suit was originally filed. The trial began Oct. 23 and lasted four weeks and two days.

The Tower Theatre was constructed in 1925 by the Tower Building Corp. and opened in April, 1926, by Lubliner and Trinz, a subsidiary of B & K. Since then and until March of this year, B & K have directly or through subsidiaries been tenants.

In a statement this morning, David Wallerstein, B & K vice-president, expressed satisfaction with the jury's verdict. W. Donald McSweeney, attorney for the plaintiff, indicated the possibility that an appeal may be taken.

WB Publicity Manual

(*Continued from page* 1)

thus far and also those anticipated.

"Exhibitors all over have been writing us telling of the need for such a manual," Taplinger said. He presented a letter from Trueman T. Rembusch of Syndicate Theatres, Inc., of Franklin, Ind., in which Rembusch stated: "The MOTION PICTURE DAILY for Nov. 7, 1956, carried a story outlining your plans for publicizing Warner pictures. Your ideas of a prerelease publicity manual are excellent. Many, many pictures are released without adequate advertising material and we have a hell of a time exploiting them." Other exhibitors across the nation voiced the same opinion, Taplinger said.

The manual is accompanied by a letter to exhibitors from Roy H. Haines, president of Warner Bros. Pictures Distributing Corp., who states that "we believe that these publicity campaign plans and ideas are of great importance, and we hope that you will take the time to read them so that you can get a complete perspective of the advertising, publicity, promotion and exploitation that will acquaint your public with . . . the picture."

REVIEWS:

The Great American Pastime

MGM

HOLLYWOOD, Nov. 20

UNDERSTANDINGLY PRODUCED by Henry Berman, and smartly directed by Herman Hoffman from an amusing screenplay by Nathaniel Benchley, this comedy built around Little League Baseball figures to please mightily the people it pleases at all, and to leave the others quite cold. "Others" in this instance means that minority of American citizens who don't care a whoop about baseball or small fry or plain family stories.

The way it worked out at the Hollywood preview was like this: The payees had come in to see "Tea and Sympathy" and the unidentified preview picture. As soon as the previewed subject identified itself, the people indifferent to baseball and children left. The people who didn't leave had a grand time for themselves, laughing at a story in which Tom Ewell reluctantly accepts captaincy of a Little League team and survives the experience scarred but successful. To the baseball-conscious audience the picture is sure-fire entertainment.

Ewell, in another of his expert portrayals of the traditional American husband, is assisted in this outing by the pictorial Anne Francis, excellent as his wife, and the adept Ann Miller, effortlessly effective as the young widow whom Ewell and his wife believe to be angling for his affections. Rudy Lee, the boy in the family, Dean Jones, Judson Pratt and many others figure in a story that makes a powerful case for Little League baseball, as a force for family and for community unity.

The target audience would appear to be the family circle and the mounting millions of small boys in the world. That's a pretty big target. The picture scores a bull's eye.

Running time, 90 minutes. General classification. For December release.

WILLIAM R. WEAVER

Rock, Pretty Baby

Universal

THIS IS A rather gentle rock'n'roller, apparently aimed at satisfying the tastes of that all-important 16-24 age group without arousing them to the rowdiness which sometimes accompanies rock'n'roll programs. There are no juvenile delinquents or "crazy, mixed-up rebels" in this story, just sensible, wholesome "cats."

Sal Mineo and John Saxon are the names that will attract the rockin' set to this production. Mineo is the wise-cracking drummer of a high school rock'n'roll band, Saxon the guitar-playing leader. Their problem is to get their band accepted professionally before graduation, else the boys will have to go their separate ways.

Strewing their road with obstacles are Saxon's father, Ed Platt, who wants his son to follow in his steps as a doctor; a fraternity that blackballs the band for playing rockin' dance music instead of quiet "necking" music, and a resort manager who almost hires them but decides that rock'n'rollers might give his establishment a bad name.

Personal complications arise for Saxon in the shapely form of Luana Patten, the teenaged arranger for the band. When she tells him that they should date others to make sure their feelings are "real love," the pair breaks up. All ends well when Saxon's father reunites the pair and the resort manager hires the band under pressure from teenage patrons who heard the audition.

George Winslow and Shelley Fabares make a shrewd play to steal the picture as the child-sized brother and sister of Saxon. They have the choicest comedy lines and deliver them with polish. Fay Wray is a very competent mother to this family.

There are 17 rock'n'roll tunes, in part or in whole. Edmond Chevie produced, Richard Bartlett directed, and the script is by Herbert Margolis and William Raynor.

Running time, 89 minutes. General classification. For January release.

GUS DALLAS

M. P. DA

BUDD SCHULBERG, producer, ri his brother Stuart, executive vice of the new company, at the Hote interview.

Form Schulberg Fi To Make 5 Picture

Budd Schulberg and his Stuart have formed Schulb ductions to make at least five —probably one every nine The productions will cost u 000,000 each and a major probably will finance and them.

The pictures will be based ous aspects of American Schulbergs said in a press c at the Hotel Sulgrave here. will be "In the Everglades" are "The Disenchanted," "O Avenue," "Paso Doble," and titled as yet, which will Puerto Rican migrations.

Goldwurm Oppose French Exchanges

Strong opposition to the ment of an organization to exchanges in the United S exclusive distribution of Fre tion pictures was expressed by Jean Goldwurm, presider Times Film Corp. here. He a statement that such a setu be "contrary to sound busine ples and would undermine, ture, the U.S. market for Fre

'Ten' in Detroit

(*Continued from page*

morning (10:00 A.M.), (3:00 P.M.), and evening P.M.) Detroit was chosen trial because it is considered hour city," according to a Pa official.

"The Ten Commandmen open Friday in Toronto, Mi Miami Beach on Dec. 14, Montreal, Baltimore, Cincin Buffalo on Dec. 21, Param ported.

'Giant' Tops Gross

(*Continued from page*

days in Providence; $19,868 days in Little Rock, and $17 five days in Madison.

Second week runs were d as "equaling" or nearly opening week figures arou country, and "strong return also attributed to all current runs of the picture.

Television Today

he Critics ay . . . .

television critics and col- s of the daily press are of friendly to the medium in they work but they are not reluctant to voice construc- iticism or administer chas- t when they feel it neces- sked to vote again this year annual Motion Picture AME poll of television and shows, many of them comments on their view of dustry. Among them were:

t L. Schier, Philadelphia News: "Steady trend toward film seems to be stifling de- nt of new kinds of tv pro- TV potential hasn't really been but putting reliance in tried e show business formats is ging for viewers. This year p performers are victims of, familiarity. Most repulsive tice: beefing up volume of cials, interrupting dramatic or commercials."

•

l Schutz, Redwood City Tri- Calif.: "My only gripe is the r better transcontinental ma- Too many coast-to-coast pro- especially daytime shows, suf- n lack of adequate transmis- ow-how or equipment. Many uffer from inadequate camera g. Unnecessary fake applause be eliminated."

To Celebrate Anniversary

30th Anniversary of the Na- Broadcasting Co. will be ob- with a special four-day con- at the new Americana Hotel Harbour, Miami Beach, Fla., 2-15. Owners and executives affiliated television and radio stars of the network, and es of NBC and the Radio tion of America will attend. rt W. Sarnoff, president of will deliver the convention's l address Dec. 13.

ring Olympics

s-Lux Television Corp. will half-hour motion picture fea- f the Melbourne Olympic available for distribution to ns, according to Leo Brody, to the vice-president of sales s-Lux. The ban of newsreel verage by the Olympic Com- does not affect the Trans-Lux rody said,

Official Films Gains In Sales and Earnings

Official Films, Inc., and its wholly owned subsidiaries made substantial progress in sales, earnings and financial position in the fiscal year ended June 30, 1956, according to Harold L. Hackett, president, in his annual report to stockholders.

Distribution commissions and gross profits from sales in the recent fiscal year aggregated $2,735,590, compared with $1,200,000 in the year ended June 30, 1955. Hackett said pre-tax earnings increased even more, rising to $908,007 from $350,000. The net income of $424,007 was equal to 16 cents per share on 2,613,903 shares of common stock outstanding.

'See It Now' Selects Children's Programs

"The Secret Life of Danny Kaye" will head a list of programs to be viewed at home and discussed in classrooms throughout the nation by millions of American children, under a new plan of cooperation between the National Education Association and CBS-TV's "See It Now."

Announced jointly recently by the show's producers, Edward R. Murrow and Fred W. Friendly, and NEA executive secretary William G. Carr, the tie-in begins with the Danny Kaye program which "See It Now" broadcasts Sunday, Dec. 2, and extends to later productions.

One Man's TViews

By Pinky Herman

FIVE years ago a bouncy ditty entitled "Lucky Old Sun" (Just Rolls Around Heaven All Day) came out of nowhere and landed smack-dab at the top of the "Hit Parade," Monday night at 10:00 P.M. Frank Capra's documentary telefilm, "Our Mr. Sun," CBSponsored by the Bell Telephone Co., easily should capture top honors both for entertainment and educational qualities. Featuring Eddie Albert as narrator, this scientific expose of man's amazing discoveries about the sun is told in language that is simple and clear enough to be understood by children, and the graphs and charts which depicted the progress of scientists' exhaustive and determined efforts to learn the secrets of the sun without which there can be no life. Frank Capra, whose genius earned for him three Academy Awards in the field of motoin pictures, has spent four years making this new telefilm science series, of which "Our Mr. Sun" is the first, and thanks to his great talent we can all rest a bit easier as regards the future of the earth at least for the next billion years or so. Paraphrasing the song hit, we might sing, "That Lucky Old Earth" (Just lolls in the Sun's Heavenly rays.). Incidentally, the Capra film will be screened in Hollywood on Tuesday night as a feature of a banquet at which Consolidated Film Industries will be host to American Society of Cinematographers.

☆ ☆ ☆

Starting tomorrow and thru Monday, Nov. 26, sportscaster Harry Wismer will emulate a whirling dervish. He'll describe the play by play of the annual Thanksgiving Day classic between the Green Bay Packers and the Detroit Lions for General Tire TVia CBS at 12:00 noon. At 5:50 he'll present his regular "General Sports Time" broadcast over Mutual from Detroit: On Friday, Nov. 23, Harry flies back to Gotham to narrate a special sports film for RKO and handle his regular "Sports Time" stint that evening: Next day, Saturday, he flies to Iowa City, Ia., to do the Notre Dame-Iowa game over Mutual; also on Saturday his telefilmed "Bethlehem Sports Show" will be seen on NBC-TV at 6:30 P.M.; On Sunday Whiz-mer will be in Chicago for the play by play description of the Pittsburgh Steelers—Chicago Cardinals gridiron contest over Mutual, and at 6:45 P.M. he'll taxi to Michigan Boulevard and the WGN Studios for his regular "MBSunday Sports Time." Monday morning he'll be back in New York to narrate the INS-Tele-News sports TV Reels, "This Week in Sports" and Bethlehem Sports Time." (and you think you're a busy man).

Harry Wismer

TOA Groups

(*Continued from page 1*)

committee represent a cross-section of the TOA membership with each member well versed in the field to which he has been assigned, it was said. These co-chairmen will closely work with the TOA membership.

George Kerasotes, chairman, Walter L. Morris, Burton Jones and Art Adamson comprise the Organization and Membership Committee; E. D. Martin, chairman, Nat Williams, Walter Reade, Jr., Albert M. Pickus, Tom Jones and Elmer C. Rhoden—research; Sam Pinanski chairman, and Pat McGee—Council of Motion Picture Organizations; Si Fabian, Mitchell Wolfson and John Balaban—Theatre Television; A. Julian Brylawski and Philip Harling—National Legislation; LaMar Sarra, co-chairman; Robert Bryant, co-chairman, and Hulda McGinn—State & Local Legislation; H. F. Kincey—Film Reviewing; Duncan Kennedy and Philip Harling—Labor Relations.

Five for Drive-ins

Also, Horace Dennings, chairman, Michael Redstone, Albert Forman, Jack Braunagel and Douglas Amos—Drive-in Theatres; Henry Anderson, and J. J. Rosenfield—Building & Safety Codes; Bert Nathan, chairman, B. S. Conviser, Fred A. Danz, Sylvan Myers and J. C. Hoover—Concessions; Joseph J. Zaro, co-chairman, Lucien E. Pope, and Edwin Gage, co-chairman—Theatre Equipment & Accessories; John W. Keiler II, Donald Schine, Emil Bernstecker, Ralph E. McClanahan and Thornton Sargent—Public Relations; Arthur H. Lockwood, chairman, Gene Lutes, Jack Wallens, Morton C. Tune, and Morton Thalhimer—Insurance.

Rhoden a Chairman

Also, Herman M. Levy—Legal Advisory; Elmer C. Rhoden, chairman, Arthur Lockwood, Robert J. (Bob) O'Donnell, Nathan Grere, J. B. Schuyler and Herman Hunt—Star of the Year Award; Sam Pinanski, chairman, Walter Reade, Jr., Elmer C. Rhoden, Si Fabian, E. D. Martin, Morton Thalhimer Sr., and Myron N. Blank—Representatives to COMPO Executive Committee; Sam Rosen, chairman, Henry G. Plitte, L. J. Williams, Hal Barnes, James W. Gaylord, Andrew J. Sullivan Conrad Brady, Dave Jones, Seymour L. Morris, and M. B. Smith—Showmanship Committee; Fred A. Danz, Joseph C. Emma, Arthur Rosen, C. L. Patrick, Paul L. Krueger and John H. Rowley—President's Host Committee.

Committee for Stamp Plan

Also, Walter L. Morris, chairman, David Kamsky and Harold Field—Stamp Plan Committee; Walter Reade, Jr., chairman, Myron N. Blank, E. D. Martin, Marvin Goldman, Walter L. Morris and Carl E. Anderson — Foreign Film; Morton Thalhimer Sr., chairman, and Philip Harling—Real Estate, Tax & Evaluation Committee.

New York to Chicago—$15 a booth! Ship UNITED!

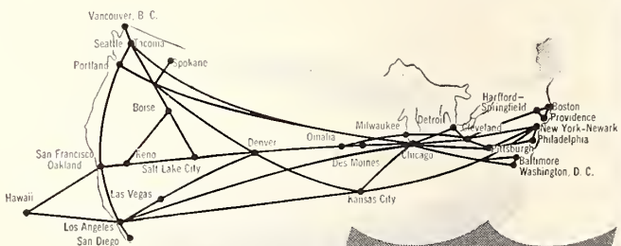
COLLAPSIBLE SHOW BOOTHS and sales displays can be used in one city today and in another city tomorrow. Just ship them overnight on United's 300-mph DC-6A "Big Lift" Cargoliners. Cost for 200-lb. shipment, New York to Chicago—$15*.

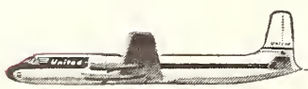
YOU'RE DOUBLY SURE ON UNITED—Space for your shipment on the flight you want is guaranteed by Reserved Air Freight. . . . Weather-mapping radar on United's DC-6As helps assure that your shipment will arrive on schedule. . . . There's assurance, too, in United's round-the-clock cargo schedules and in United's kid glove cargo handling procedures.

Examples of United's low Air Freight rates

	*per 100 pounds**
CHICAGO to CLEVELAND	$4.78
NEW YORK to DETROIT	$5.90
DENVER to OMAHA	$6.42
SEATTLE to LOS ANGELES	$9.80
PHILADELPHIA to PORTLAND	$24.15
SAN FRANCISCO to BOSTON	$27.00

*These are the rates for many commodities. They are often lower for larger shipments. Rates shown are for information only, are subject to change, and do not include the 3% federal tax on domestic shipments.





SHIP FAST...SHIP SURE...SHIP UNITED AIR LINES

For service, information, or free Air Freight booklet, call the nearest United Air Lines Representative or write Cargo Sales Division, United Air Lines, 36 South Wabash Avenue, Chicago 3, Illinois.

Concise and to the Point

MOTION PICTURE DAILY

All the News That Is News

80, NO. 99 NEW YORK, U.S.A., FRIDAY, NOVEMBER 23, 1956 TEN CENTS

Board Meet

PEA Studies ıtry in Two lm Festivals

ed to Participate Mexico and Cannes

ticipation in film festivals in o and France was considered e board of directors of the Mo- Picture Export Association at weekly meeting, it was reported. MPEA has been requested to pate in the Mexican film festi- hich will take place Dec. 3 to honor the 25th anniversary of ıtroduction of talking pictures t country. Also the Cannes Film al Committee in France has d the MPEA that their annual l will take place May 2-7 and

(*Continued on page* 3)

ick Appointed UA District Manager

ıe Tunick, United Artists branch ger in Philadelphia since 1954, een elevated to the post of n district ger, it was nced by liam J. man, vice- ent in e of dis- ion. The ıtment be- effective diately. his new on, Tunick have his uarters in l a d elphia manage the operations of Boston, New Haven, Philadel- Buffalo and Cleveland ex-

Gene Tunick

(*Continued on page* 3)

Television Today

ge 6

Gradwell Sears Is Dead; Funeral Rites Tomorrow

Gradwell L. Sears, 59, formerly president of United Artists and for many years distribution head of Warner Brothers, died yesterday at his home in Harrison, N. Y., following a brief illness.

Sears, educated at the University of Missouri, entered the industry in 1919 as a salesman with the old World Film Co.

Funeral services will held tomorrow at 2 P.M., in George T. Davis Funeral Parlor, 14 Le Count Place, New Rochelle, N. Y.

Survivors include the widow, Ebba Peterson; his mother, Alpha Sears Hisey, of Asheville, Ill.; a son, Richard; a daughter Mrs. William Girardi, and six grandchildren.

ABC-TV Has Leased Warner Bros. Studios

HOLLYWOOD, Nov. 22—Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, and Jack L. Warner, president of Warner Brothers Pictures, Inc., yesterday announced that arrangements have been concluded whereby the full facilities of the Warner Brothers Studios will be made available to the producers of filmed programs for the ABC television network. New cutting rooms, offices and projection rooms will be constructed to accom-

(*Continued on page* 6)

Loew Quarter Earnings Up

Loew's, Inc., earnings for the first quarter of the current fiscal year ending yesterday will be approximately $1,603,000, or 30 cents per share, as against $298,000, or five cents for the same period of the prior year, it was reported by the board of directors Wednesday.

Estimated earnings for the year ended Aug. 31, 1956, were approximately $4,625,000, or 90 cents compared with $5,311,000 or $1.03 for the prior year. The board of directors declared a quarterly dividend yesterday of 25 cents per share, payable Dec. 24, 1956, to stockholders of record on Dec. 6, 1956.

Richard M. Crooks also elected a member of the board at the meeting. Crooks' election apparently fills one of

(*Continued on page* 3)

Landau Urges Greater Use of Film on TV

(Picture on Page 6)

In two to three years, television will be providing motion picture production companies with revenues ranging from sixty to eighty million dollars annually, in the opinion of Ely A. Landau, president of National Telefilm Associates.

Television Today..

Speaking at a meeting of the Radio

(*Continued on page* 6)

REVIEW:

THE GREAT MAN

Universal-International

HOLLYWOOD, NOV. 22

PRODUCER AARON ROSENBERG has given novelist Al Morgan's book about the bad and, in a measure, the good in the world of radio and television, as it was and as it is today, a forthright and robust run for its money in this decidedly less devious division of show business. As if determined to get even, so to speak, with the stage and radio and television producers who (aided by novelists, commentators, columnists and magazine writers) have been telling the world this long time how dreadful Hollywood and its people are, producer Rosenberg and director-star Jose Ferrer, who also sat in with novelist Morgan on writing the script, riddle the electronic medium beyond recognition of its best friends.

To this profession and those professions, the picture stands up as intensely, intimately interesting entertainment. If the wide public happens to respond similarly to its protracted probing of a dead star's

(*Continued on page* 3)

Urges a Stand

Myers Scores Companies on TV Sale Policy

Subject Seen Heading Allied Board Agenda

The production-distribution companies came under the fire of Abram F. Myers, chairman of the board and general counsel for Allied States Association, Wednesday for their "both sides of the street" position on television film distribution and sales.

Abram F. Myers

Myers, in an article written for the Allied convention brochure, the text of which was released in Washington, declared that he is "tired of seeing the theatres absorb all of television's punches without fighting

(*Continued on page* 6)

UATC Annual Income Reported $303,918

A consolidated income of $303,918 for the year ending Aug. 31, 1956, has been reported to stockholders of United Artists Theatre Circuit by George P. Skouras, president of the company.

Gross income for the year was put at $10,863,917 by the company's annual financial statement, released this week. Skouras pointed out that if the

(*Continued on page* 2)

Texas Business in '54 Reported Ahead of '48

From THE DAILY Bureau

WASHINGTON, Nov. 22—The 30 film exchanges in Texas—24 have payrolls — recorded total receipts of $22,588,000 in 1954, according to the Census Bureau, which reported that four motion picture production

(*Continued on page* 2)

PERSONAL MENTION

MAURICE "RED" SILVERSTEIN, liaison between M-G-M and its independent producers, will leave here by plane over the weekend for London, Rome and Paris.

•

N. J. BLUMBERG, chairman of the board of Universal Pictures, will return to Hollywood next week from New York.

•

JACK P. HARRIS, vice-president of Walter Reade Theatres in charge of film buying, has returned to New York with MRS. HARRIS following a three-week trip to Europe.

•

IRA S. STEVENS, general manager of National Film Service, is spending several days in Memphis supervising installation of NFS equipment there.

•

LEON ROTH, West Coast publicity coordinator for United Artists, will arrive in New York today from Hollywood.

•

JAMES MASON will return to New York today via B.O.A.C. from Barbados.

•

RICHARD KARP, radio-tv publicity contact for 20th Century-Fox, has resigned that post to join Donahue & Coe.

List Dais Guests for Annual Pioneer Dinner

A group of top industry executives will be on the dais at the 18th annual dinner of the Motion Picture Pioneers next Friday night, Nov. 30, at the Waldorf-Astoria Hotel, according to Sol A. Schwartz, general chairman of the dinner. The dinner is to honor Robert J. O'Donnell, "Pioneer of the Year."

Among the industry notables included on the roster will be: Barney Balaban, Harry Brandt, Jack Cohn, George F. Dembow, Ned E. Depinet, Gus Eyssell, William J. German, Leonard H. Goldenson, John J. O'Connor, Judge Ferdinand Pecora, Sam Pinanski, E. V. Richards, Jr., Sam Rinzler, Herman Robbins.

Also, Sol A. Schwartz, Spyros P. Skouras, Joseph Vogel, Si Fabian, Leopold Friedman, Nate J. Blumberg, Milton Rachmil, Father Sylvester McCarthy, Karl Hoblitzelle, Charles Freeman, William O'Donnell, Michael Todd, Edward P. Curtis and Eric Johnston.

Columbia Now Operating In New Fifth Ave. Quarters

The home office staff of Columbia Pictures has completed its transfer to the company's new headquarters at 711 Fifth Avenue.

In a series of transfers over the past two months, the personnel of Columbia, Columbia International, and Screen Gems, the television subsidiary, were brought from various locations in the city and consolidated on eight and a half floors of the newly renamed Columbia Pictures Building.

This is the third move Columbia has made since its birth as the CBS Film Sales Co. 36 years ago. It began functioning in one room at 1600 Broadway, with a staff of nine, including founders, Harry and Jack Cohn. In its first year, the company sold one film, a two-reel comedy titled "They Did It on $8 Per."

Moved in 1926

The company went into production shortly, and by 1926, when its feature schedule had reached the proportions of 16 releases a year, the one office was too small, and the company moved to the 11th floor of 729 Seventh Avenue.

By 1936, four floors were occupied by 400 home office employees, a number that was to be almost doubled in 18 years. The post-World War II resurge in domestic and foreign business commenced a seemingly endless increase of staffs, and the advent of television and the creation of Screen Gems overtaxed the facilities. Additional space in four other buildings was rented and the home office subdivided.

Bought Structure in '55

The building on Fifth Avenue was purchased by Columbia in February, 1955. Complete demolition of the interiors of floors from the second into the 14th, exclusive of the fourth, began that summer, including wiring and plumbing.

Two screening rooms have been constructed, a 60-seater on the 11th floor and a smaller room for Screen Gems on the sixth. Plans call for a third preview theatre seating 100 in the penthouse sometime in the future. The 12th and 14th floors are yet to be finished. These are intended for outside rental.

Oscar Hanson Honored

TORONTO, Nov. 22—At the annual dinner and dance of the Canadian Motion Picture Pioneers last night at the King Edward Hotel, Oscar R. Hanson was presented the "Pioneer of the Year" award. Hanson is the only living member of the three founders of the group in 1940. The others were Ray Lewis, late editor of the "Canadian Moving Picture Digest," and Clair Hague, then manager of Universal Films.

Set Col. Sales Drive In Honor of Kastner

A new Columbia Pictures International sales drive honoring the international company's president, Lacy W. Kastner, was announced yesterday to run from Nov. 26 to May 25. It is called the "Lacy Kastner Leadership Drive."

Lacy W. Kastner

The new competition will be judged on a newly-instituted point system which awards a specific number of points for specific categories. Separate quotas will be set up for each territory as regards billings and number of playdates. Sub-branches which reach their quotas will also participate in the awards, it was announced.

Commenting on the forthcoming drive, Columbia Pictures Corp.'s executive vice-president, Jack Cohn, in whose honor the last drive was conducted, urged the international sales organization to top last year's record-smashing results.

Spiegal to Red Lands On New Negotiations

Negotiations between the Motion Picture Export Association and East Germany and Roumania for sale of American features there will be launched next week by Marc Spiegal, who will leave his Paris headquarters for a lengthy trip behind the Iron Curtain, according to an official of the MPEA.

Spiegal will also visit Czechoslavakia and Poland to conclude negotiations started a number of weeks ago by MPEA president Eric Johnston.

The MPEA overseas representative is armed with a list of U.S. film features—20 films from each American company, it was said. The films will be sold behind the Iron Curtain on a cash basis, with asking prices ranging from $2,000 to $10,000 per film. Under the terms of the sales, each Iron Curtain country is limited to buying five features from each company, the official said.

UATC Incon

(*Continued from page 1*)

company's share of undistrib earnings from associated compa and subsidiaries not wholly owne the theatre circuit were consolid into the reported income, the c pany would have been able to pu a net income of $482,285 for the cal year.

Great promise for the future of company lies in the prospects for Todd-AO film process, developed the Magna Theatre Co., of which Theatres owns 71 per cent of the ferred stock and 37 per cent of common, Skouras told stockholde

"As a result of the success of lahoma!', 31 first run theatres in country have installed Todd equipment," Skouras declared. is expected that this number mount rapidly in the next months," he said.

Texas Business

(*Continued from page 1*)

"establishments" grossed $204,00 that year.

The 1954 business survey disc that there were 1,426 theatres erating in the state during that —1,038 regular theatres and drive-ins. The former took in $ 126,000; the drive-ins grossed $ 203,000.

Comparable figures for showed grosses of $65,683,000 fo 1,316 theatres of all types opera then. The 1,222 regular the grossed $61,698,000; receipts of 88 drive-ins were not disclosed

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PEA Study

(*Continued from page* 1)

each country is to submit only ntry.

e board was also brought up- e on the admission price situa- n Brazil and told of an industry on which has been submitted e government there asking for a price structure for "special ef- films in first, second and subur- theatres. It was said that this ian petition suggests the new structure on admissions include t-of-living clause.

e MPEA board was informed s Far East representatives that orable solution to Philippine film ems may be shortly found.

Irving Maas Reads Report

ing Maas, MPEA vice-president, report read to the board, told directors the import quota on there may be eliminated and ie is encouraged on other mat- mainly an increase in 1957 re- nces, and the use of frozen dol- Maas, who is currently in Japan, ned the board he is discussing the Japanese government a pro- calling for lifting of the five- limitation on film quotas.

e board was also brought up- e on Indonesia and Malaya and hat Leo Hochstetter, MPEA rep- tative, is there, to seek alleviа- f the tax on film footage.

cussions were also held on the h film situation and a new pro- for a sliding scale film rental is being considered by the nental managers. The MPEA ors were informed that the new h plan includes a percentage sal for holdovers.

nick Named

(*Continued from page* 1)

es. The district is under the vision of Eastern and Southern on manager Milton E. Cohen.

nick, who is 36, entered the try in 1941 as a shipper at the exchange in Cincinnati. After g with the U.S. Army in World II, he rejoined RKO in Cincin- as a booker and was promoted lesman in 1945. He came to -Lion in 1949 as New York manager and was promoted to napolis branch manager the fol- g year. He left the industry in and took over the post of UA delphia branch manager in 1954. other sales shifts, Stanley Kosit- branch manager in Buffalo, has shifted to the Philadelphia post- ed by Tunick's promotion.

nerico Burlone, sales manager for n Boston, has been promoted to the Buffalo exchange, succeed- Kositsky. No successor to Bur- has been named as yet.

ONJ Plans Party

lied Theatre Owners of New Jer- will hold its annual beefsteak at the Ritz Restaurant in Pas- N. J., on Dec. 13, it was an- ced yesterday by ATONJ presi- Sidney Stern.

The Great Man

(CONTINUED FROM PAGE 1)

past, the picture figures to do landslide business. If, as is quite possible, the world beyond the borders of show business reacts oppositely, the film's future is less predictable.

It was not, of course, producer Rosenberg's intention simply to "get even" with the motion picture art-industry's detractors. Rather it was to expose the fraud and trickery, the deception, the double-dealing, the corruption and chicanery that can be concealed from the fond public of radio and television by skilled use of camera and tape-recorder, microphone and newsprint, and undoubtedly sometimes is.

In the essentially trade-y story, Ferrer plays a former reporter, now a radio commentator, who sets out to prepare a memorial program glorifying a great star of radio and TV who has died when the picture opens. As he interviews one after another of the persons who were closely associated with the dead man, he learns of the deceased's unbroken personal record of misdeeds, offenses and depravities. Although under economic compulsion to go through with a phony program extolling the man, Ferrer departs from his script after opening remarks and proceeds to tell the truth about him. As the audience has learned the truth in the same way he did, the picture ends while his veracious report is being given the public which has been the worshipful victim of the deception down the years.

The performances in the picture are excellent in total, and include several that are seldom matched in any medium, Ferrer's is powerfully convincing in its sheer plain-ness. Ed Wynn, who is in the story for only one sequence, contributes a strictly Academy-stature delineation of a small town radio station owner who put the great deceased on the road to greatness. Julie London, also in for a single sequence, makes a place for herself in the dramatic field with her performance of a girl wronged by the departed. Keenan Wynn is in top form as Ferrer's scheming manager, Dean Jagger is sleekly forbidding as president of the Amalgamated Broadcasting System, Jim Backus is seen too briefly as a disillusioned publicist, and Joanne Gilbert is a splendid Girl Friday.

The picture is, by content and by handling, a mature subject in every sense, and hardly suitable as entertainment for juveniles. Explicit promotional material, informing the population plainly regarding the subject dealt with, promises to prosper the run.

Running time, 92 minutes. Adult classification. Release date, Feb., 1957.

WILLIAM R. WEAVER

Canada MPIC Notes Improvement in Year

Special to THE DAILY

TORONTO, Nov. 22—The meeting of the Motion Picture Industry Council of Canada here was permeated on all sides with good feeling. So noticeable was this feeling that Morris Stein, Eastern general manager, Famous Players Canadian Corp., speaking on behalf of the exhibitors, said the feeling in the industry was better than it ever has been.

His statement hearkened back to last year's meeting when exhibitor after exhibitor rose to complain of the treatment he was receiving from distributors. Today the distributor is attempting to help the exhibitor, Stein told the MPIC.

There was one complaint today, however, and that was from Winnipeg exhibitors who wanted the distributors to stop supplying film to the Circus Drive-in operated by Max Shnier. Shnier became the centre of controversy last summer when in an attempt to obtain first run films, he offered free admission to his patrons, making his profit on the snack bar.

Shnier did well until other drive-ins in the area followed suit, it was revealed today, then no one made money.

Clare Appel, executive secretary and Charles Chaplin, on behalf of the distributors explained that under the Unfair Practices Act, the distributors were prevented from doing anything in concert.

It is up to the individual distributor, he said.

Loew's Quarter

(*Continued from page* 1)

the vacancies created last month by the resignation of two representatives of financial houses, Paul Manheim of Lehman Bros., and Charles J. Stewart of Lazard Freres.

Crooks is a partner in the Stock Exchange firm of Thomson & McKinnon. He has been a member of the Exchange since 1941.

Clarion Signs King

HOLLYWOOD, Nov. 22 — Clarion Enterprises has signed publicist Vance King to handle "Johnny Trouble," independent production starring Ethel Barrymore, which starts Nov. 30, with John Carroll, company president, as executive producer, and John H. Auer as producer-director.

Mills Defends Ad Policies

Advertising policies of the motion picture industry were defended in a letter written by Taylor M. Mills, public relations director of the Motion Picture Association of America, to S. R. Bernstein, editor of the publication "Advertising Age." The letter from Mills was in reply to critical comments made in the Nov. 12 issue of the magazine by Clyde Bedell in his column "Looking at the Retail Ads."

Mill's letter said in part: "In saying that 'movie advertising is the slippery eel and corner-cutter of top rank in advertising' he (Bedell) is damning some of the most able advertising people as well as . . . reputable advertising agencies . . . who include among their clients some of the leading motion picture producers and distributors.

"You must know that motion picture advertising, unlike advertising for any other mass media, must be passed by the motion picture Advertising Code Administration. This is not a rubber stamp review but a careful analysis of every piece of advertising material. It is not approved unless it meets the requirements of the Advertising Code, administered by a sincere and able gentleman, Gordon S. White, and perhaps it might be worthwhile for your reporter to talk with White."

Kreisler Returns Here After Film Deal Tour

Bernard Kreisler, president of the International Film Associates Corp., arrived in New York aboard the S.S. "Queen Elizabeth" Wednesday. He had been on a mission to arrange film exchange deals with Soviet nations and was in Budapest for five days before and during the revolution there. With his wife, Madelyn, he organized a 14-car caravan of 48 persons and guided them safely from Hungary to Vienna.

While abroad Kreisler negotiated agreements for showings of 11 Hollywood-made films in Moscow, Warsaw, Prague and Bucharest. He also concluded film agreements in four West European countries on his nine-week visit.

Kreisler will have a press conference here this afternoon at the Overseas Press Club.

Find 35,540,000 Paid Admissions Nov. 3 Week

There were 35,540,000 paid theatre admissions for the week ending Nov. 3, according to the report of Sindlinger & Co.

Of these, 17,149,000 were males 12 years old and over; 16,401000 were females 12 years old and older, and over 1,990,000 were children under 12 years of age. When to these figures are added 2,942,000 free admissions, the total comes to 38,482,000 admissions.

NEXT WEEK
WARNER BROS. FLOOD THE BOARDS WITH THE MOST SPECTACULAR FULL-MONTH TEASER 24-SHEET POSTING IN ITS SHOWMANSHIP HISTORY!

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WARNER BROS.
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National Pre-Selling

THE pictorial story on M-G-M's "Julie" in the Nov. 19 issue of "Life" is constructed like a thriller motion picture. "Julie" is, of course, a suspense melodrama.

We quote from the first page of the "Life" story: "Two specialists in shivers, Andrew Stone, who wrote and directed the movie 'Julie,' and his wife, Virginia, who helped edit it, made fiendishly sure of that. In this tale of terror they keep poor Julie (Doris Day) running faster and faster from the fearful fright of the next page." When the readers turn to the following page, they learn why Doris Day is running faster and faster.

•

"Teahouse of the August Moon" is one of the approved movies in the December issue of "Woman's Home Companion." Barbara Goldsmith reports that "Teahouse" is the story of an American Army captain who came to understand the humor of Oriental ways.

•

"Secrets of Life," reports Ruth Harbert in the November issue of "Good Housekeeping," is a story of the inhabitants of the shallow seas, the ocean fringes and fresh water who are spied upon in all their beauty, their ludicrousness and the almost human hilarity of some of the anties. It is an entirely absorbing film to see."

•

Tony Perkins, who plays the son of Gary Cooper in "Friendly Persuasion," will be on the full-color front cover of "Parade's" Nov. 25 issue. For the same issue Lloyd Shearer has written an interesting personality story of this new star who is the son of Osgood Perkins, who appeared in many films.

WALTER HAAS

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TV Sale Policy

(*Continued from page 1*)

back." (Indications are that this matter will be put on the agenda of the Allied board which convenes in Dallas this weekend, in advance of the convention's opening Tuesday.)

"In the past the film companies have discouraged efforts along this line," he said. "In recent months we have seen why. The film companies are playing both sides of the street—urging the people to go to the theatres to see their new pictures and at the same time to stay home and enjoy their epics of the past on television.

Warns of Depletion

"The broadcasters' and sponsors' advertising has reached a point where the theatres will have to strike back in self-defense. When they advertise the presentation on television of a picture like 'Wizard of Oz,' they in effect tell the people to stay home and enjoy free a better picture than they can see at the theatre for a price. Why cannot the theatres properly remind the public that while the supply of old pictures may seem inexhaustible, the supply of "classics" will soon be depleted; that the best place to see the best motion picture is at the theatre, where one fine new picture follows another and where they are presented in proper sequence and proper dimensions without raucous and distracting commercials?"

Promises Many Clinics

Myers also said that the Allied convention agenda will be highlighted by film clinics which will not be limited to any one subject. Operational problems of all kinds and showmanship "with all the details which that word comprehends" will be dealt with in the clinics, he said.

Main speakers at the convention will be Roy Kalver, president of Allied Theatre Owners of Indiana; president Ruben Shor; general convention chairman Julius Gordon; Col. H. A. Cole, and Myers.

Warner Executives Set Studio Product Talks

New product for 1957 distribution and production will be the subject next week of conferences to be held in Hollywood between Jack L. Warner, president of Warner Bros. Pictures; Benjamin Kalmenson, executive vice-president, and Robert S. Taplinger, vice-president and director of advertising and publicity.

Taplinger will leave here today for the Coast and expects to be in Hollywood for a week.

To Honor Hershfield

Harry Hershfield will be honored as "Mr. New York" at a testimonial dinner to be given by the New York Committee of the Jewish National Home for Asthmatic Children at Denver, which will be held tomorrow in the grand ballroom of the Waldorf-Astoria Hotel here.

Television Today

M. P. DAILY Picture

ELY LANDAU addresses television executives

Landau Urges

(*Continued from page 1*)

and Television Executives Society, he pointed out that the greater utilization of films on tv "would boost incomes by greater productivity" and "halt continually spiraling costs. New and finer film productions would have greater exposures in prime time as the television network of the future will be a film network."

The head of NTA, and the NTA Film Network which is affiliated with 108 stations pointed out that at present 50 per cent of all network programming is on film.

The tv film executive pointed out that his film network, bolstered by the know-how and talents of 20th Century-Fox, which has a 50 per cent interest in the network, will be offering stations and advertisers the best film product available. Landau said that an announcement would be coming next week from 20th-Fox concerning its television production for NTA Film Network programming.

Publisher Withdrawing Radio-TV Application

The Crowell-Collier Publishing Co. on Wednesday announced its intention to withdraw its application to the Federal Communications Commission for approval to acquire radio and television properties of Consolidated Television and Radio Broadcasters, Inc.

The two companies also announced jointly the cancellation of the purchase agreement on which the FCC application was based.

In making these announcements, Paul C. Smith, president of Crowell-Collier, explained that, due mainly to conditions which had arisen in the money market, financing previously completed developed costs and terms which made it impractical for the company to prosecute further its application to the FCC.

TASO Strik To Get Start

From THE DAILY Bureau

WASHINGTON, Nov. 22—' ganization which has the job cuing hard-pressed UHF te seemed today to be having harder job getting itself or Television Allocations Study O tion, a group of private tv interests called together b Chairman George C. McCon to attempt a quick improve UHF transmitting and r equipment, hasn't even been agree on an executive direct

TASO met Tuesday and We behind a wall of complete and plans to meet again on and at intervals thereafter. B is no word from behind th doors as to when a decisio executive director might be

When this official is select indicate that the real argum begin.

Main problem with the g pears to be that it is made u terly opposed factions withi industry. VHF, UHF and tional tv members are apt more areas of dispute than ment. National Association and Television Broadcasters tral" on the side of the VHF Radio-Electronics-Television turers Association, represen manufacturers, is merely be at all the fighting.

WB Rents to ABC-

(*Continued from page*

modate the production of shows.

Goldenson further stated t TV live programs will con emanate from the ABC-TV in Hollywood, which will re site of the company's We offices.

The Warner deal with A a non-exclusive basis, p filming by Warner Brothers ducers for other networks a sors. No mention is made of vision to permit the use of dios by AB-PT for the p of theatrical motion pictures in which the latter company announced it plans to becom

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MOTION PICTURE DAILY

All the News That Is News

30, NO. 100 NEW YORK, U.S.A., MONDAY, NOVEMBER 26, 1956 TEN CENTS

... Council to Act

...ores Use of ...eds' Abroad ... U.S. Firms

...ritism Is Charged ...oduction, Financing

...rom THE DAILY Bureau

...LYWOOD, Nov. 25. – The ...od AFL Film Council, whose membership embraces virtually ...dy employed in motion pic...oduction, tonight declared war ...erican interests producing or ...g pictures made abroad with ...unist union members in pre... to members of anti-Commu...ons." The Council stated that ... made under such conditions ...ow on" will be prominently ...ed, along with the names of ...panies and "American inter...rein" given along with picture

...Council's attention to the mat... called by the AFL-CIO Free ...Union Committee, which en... helping democratic unions in ... and that Council's campaign ... concentrated first on Com...taffed films made in France ...ly, where there are competi...on groups, one operated by

(Continued on page 12)

...dle' Premiere Here ... Benefit Hungarians

...cial benefit for First Aid to ..., Inc., in conjunction with ...will launch the world premiere ...s "Bundle of Joy" at the Capi...tre here on Wednesday night,

...e same time RKO also an... that advance publicity for ...ure will be generated when ...er, magazine, radio, televi... trade paper reporters, along

(Continued on page 12)

...elevision Today

...3 15

Explains Red Film Pacts

By LESTER DINOFF

Tentative three-year film agreements covering distribution of American product in Russia, Poland, Czechosovakia and Romania have been worked out to start in January, it was announced at the weekend here by Bernard Kreisler, president of International Film Associates, who has returned from a nine-week trip through Europe and behind the Iron Curtain.

Kreisler, speaking at a trade press conference at the Overseas Press Club, said that he, while representing five American independent producers, has worked out film pacts covering distribution of 11 films in the U.S.S.R's 15,000 theatres, seven films in Czechoslovakia, and 10 films in Romania and Poland each.

In explaining the agreements, Kreisler said "no actual deals have been set. Each government has selected from a list of 20, the number of films it would like for distribution. Com-

(Continued on page 12)

Carolina TOA Meeting Opens in Charlotte

Special to THE DAILY

CHARLOTTE, Nov. 25.—With approximately 500 people expected to be in attendance, the 44th annual convention of the Theatre Owners Association of North and South Carolina opens here at the Hotel Charlotte today. Today's agenda is expected to be taken up with registrations and personal get-togethers. A meeting of the board of directors is scheduled for this evening.

Highlight of the convention will be Tuesday when delegates will hear leaders of the industry and H. B.

(Continued on page 12)

To Introduce Film Buying Plan At Allied Meeting

Special to THE DAILY

DALLAS, Nov. 25 – A film buying plan for theatres of all categories is expected to be introduced at the Allied States Association convention here this week by Eastern exhibitors, it was reported. The scheme, adapted from Allied Theatre Owners of New Jersey's "Concord Plan," calls for a ceiling on film rentals, and it is hoped that the formula will be adopted on a national exchange area or state operational level.

The proposal provides for a 50 per cent top rental in first-run theatres, 35 per cent in second runs, 25 per cent in sub runs, and a flat rental in all theatres grossing $1,000 per week or less. A sliding scale provision is also included in the plan.

Cites Advantages of Technirama Process

By LAWRENCE J. QUIRK

A "splendid future" is foreseen for Technirama, new Technicolor widescreen process, by Marcello Girosi, executive producer of Titanus Films' "The Monte Carlo Story," which United Artists will release here in 1957. Girosi describes the new process, which employs film traveling horizontally through the camera, as "twofold in its benefits."

The first of these, he said, is "the wonderful detail, the superb focus, which catches natural beauties, and details as much as a thousand feet away." The second, he added, was "the possibility of printing in any format required, such as CinemaScope, VistaVision, regular 35 mm., etc."

He also told a trade press confer-

(Continued on page 12)

To Honor Cole

500 Exhibitors Expected for Allied Meeting

EDC, Board Conferences Precede Dallas Opening

Special to THE DAILY

DALLAS, Nov. 25.—Some 500 exhibitors from all parts of the nation are expected to attend the national convention of Allied States Association here this week which will honor Col. H. A. Cole, prominent industry veteran for his many years of "dedicated service to Allied, to motion picture exhibitors, and to the industry."

Col. H. A. Cole

The convention, which officially opens at the Statler Hilton Hotel on Tuesday, is being preceded by two days of conferences today and tomorrow among members of Allied's Emergency Defense Committee and the association's board of directors.

The Allied board meeting, over which chairman Abram F. Myers and president Ruben Shor are presiding,

(Continued on page 11)

Holiday Gives a Boost To Broadway Grosses

The four - day school holiday Thanksgiving weekend gave Broadway and neighborhood theatres a substantial attendance increase, with most managers contacted reporting business for the extended period ahead of the Thanksgiving weekend last year.

"The Ten Commandments" at the Criterion, and "Around the World in 80 Days" at the Rivoli were reported complete sellouts for Thursday through yesterday. The four-day gross for the Rivoli was estimated at $22,500 and at $40,000 at the Criterion.

"Giant," which started its seventh week at the Roxy on Thanksgiving

(Continued on page 12)

Paramount Reported Negotiating with 30 TV Stations for Sale of Pre-1948 Film Library

Paramount Pictures is negotiating with a group of 30 television stations in top U.S. markets for the sale of its pre-1948 film library, it was reported here at the weekend.

Among the stations seeking to acquire the backlog, which is said to be over the 700 mark, are the two DuMont Broadcasting Corp. tv stations in New York and Washington, and KTLA, Los Angeles. The production-distribution company owns substantial interests in DuMont Broadcasting and in the West Coast station. No purchase price was reported.

PERSONAL MENTION

WILLIAM C. GEHRING, vice-president of 20th Century-Fox, and ALEX HARRISON, general sales manager, will leave here today for Charlotte, N. C., to attend the annual convention of the Theatre Owners of North and South Carolina.

•

MORI KRUSHEN, United Artists exploitation manager, has returned here after meeting with circuit officials and field personnel in Washington and Philadelphia.

•

MARTY WOLF, sales manager of Altec Service Co., has gone to Charlotte, N. C., to represent his company at the TOA Carolina convention. With him are M. G. THOMAS, Altec Southern division manager, Atlanta, and BRUCE NEWBORN, company branch manager.

•

NORTON V. RITCHEY, president of Allied Artists International Corp., will leave here today by air for London to confer with distribution outlets in England and the Continent.

•

MILTON R. RACKMIL, president of Universal Pictures, and ALFRED E. DAFF, executive vice-president of the company, left for the West Coast over the weekend.

•

CHARLES J. FELDMAN, vice-president and general sales manager of Universal Pictures, returned to New York over the weekend.

•

MIKE SIMONS, director of M-G-M customer relations, left here at the weekend for Charlotte, N. C., to attend the Carolinas TOA convention.

•

MISS OLGA LIST, daughter of ALBERT A. LIST, chairman of the board and president of List Industries Corp. (RKO Theatres), will marry GEORGE S. MACK, son of IRVING MACK of Filmack, Chicago, on Feb. 2, 1957.

9% of Filmgoers See 'Giant' a Second Time

In 13 cities where George Stevens' "Giant" went into a second week, 9 per cent of the theatregoers returned to see the film a second time, according to a survey taken by Warner Bros., distributors of the film.

The survey also established that this figure increases with length of run. Where the picture has played more than two weeks, 11 per cent of the audience were found to be repeaters.

Portland, Ore., Houses Fewer Than in 1948

Special to THE DAILY

WASHINGTON, Nov. 25 — The number of motion picture theatres in Portland, Ore., dropped from 48 to 45 between 1948 and 1954, and from 17 to 13 in the central business district of the city, according to the latest Census Bureau figures.

A considerable decline in grosses also was reflected by the report, which showed these comparisons:

¶The 45 theatres throughout the city reported total sales of $4,316,000 in 1954, as against the $4,967,000 recorded in 1948 by the 48 theatres then operating.

¶Business of the 13 downtown houses totaled $2,625,000 in 1954; in 1948 the 17 central business district theatres racked up sales of $3,363,000.

Four-Day Yule Holiday Urged by Film Council

HOLLYWOOD, Nov. 25 — The AFL Film Council has unanimously approved a recommendation made by Charles E. Boren, vice-president of the Association of Motion Picture Producers, to allow a four-day Christmas holiday and a three-day New Year's holiday, with other days adjusted to accommodate this arrangement. All guilds and unions in the Film Council will present the proposal to memberships. With approval considered certain.

The council also suggested that television film producers do likewise.

Set Movielab Lectures

Movielab Film Laboratories has commenced a series of instructive lectures for its employees on processing color films to meet a coming demand for trained color technicians, Saul Jeffee, president of the company, has announced. The course will keep Movielab employees "abreast or even ahead" of the newest techniques, Jeffee said.

Fete Wisc. Showman

MILWAUKEE, Nov. 25—Ben Marcus, president of the Marcus Management Co., held a dinner at Tomah, Wisc., for one of his managers, Clarence Holtze, in honor of his 25th anniversary in the business. All branch managers were invited as were the managers from the surrounding towns.

'Rainmaker' Bow Set

Hal Wallis' "The Rainmaker," starring Burt Lancaster and Katharine Hepburn will have its world premiere on Wednesday evening, Dec. 12, at the Astor Theatre here, according to Paramount Pictures.

Funeral Services Held For Gradwell Sears

Many prominent members of the motion picture industry attended funeral services Saturday afternoon for Gradwell L. Sears at the George T. Davis Funeral Parlor in New Rochelle. Interment was in Kensico Cemetery.

Gradwell Sears

Sears, who died Thursday at his home in Harrison, N. Y., was a former president of United Artists, having retired in 1950 after holding the post since 1946. At his death he was a vice-president of the eorporation.

Started With World Film

He began his career in the industry as salesman for the World Film Co. in New York after which he was associated with various distributing companies. In 1920 he joined First National Pictures and was southern and western division sales manager for Warner Bros. from 1931 to 1937. He was a vice-president of Vitagraph (Warner) from 1935, and general sales manager from 1937 to 1941 and president of Vitagraph from 1938. He joined U.A. in 1941 and was elected to the board in 1944.

Canadians Will Repeat Academy Award Contest

TORONTO, Nov. 25—The Motion Picture Industry Council of Canada appointed H. C. Main, Sutton, Ontario, exhibitor, to coordinate next year's Academy Award contest. Exhibitor reports on the contest last year were so glowing, it was said, that the appointment was made to encourage a greater number this year.

Last year some 400 exhibitors participated, and 1,000 are expected this year. Each exhibitor having a share will pay one cent a seat toward the cost of the promotion. Main will begin his work December 1 on a paid basis with paid assistance.

Rube W. Bolstad, vice-president of Famous Players Canadian Corp., was reelected chairman of the council while Charles Chaplin, head of the Distributors Association, and Bill Lester were again elected vice-presidents. Main replaces Roy Chown, secretary-treasurer of the council.

NFS Signs S. F. Rep.

Backroom work for Republic Pictures in San Francisco has been taken over by National Film Service, Inc.

. . . NEW ROUNDU

'Tender' Setting Records

Record Thanksgiving l grosses and first week busines reported for 20th Century-Fox's Me Tender," the Elvis Presle ture, in its first engagements the country. On Thanksgivin at the Paramount, Atlanta, it $6,320; $11,874 at the Fox, L $3,579 at the Coliseum, Seattl 706 at the Memorial, Boston.

■

Filmack Popcorn Trailer

The Filmack Trailer Co. ha duced a new sound trailer desig boost popcorn sales during th holiday season. It urges the to "buy popcorn both for enj during the show *and* to take suggesting the family "will enj ing popcorn at home and that i a wonderful decoration for the Christmas tree."

■

Acquires 'Thompson' for

Continental Distributing, In acquired U.S. distribution ri "The Notebooks of Major Thon a comedy written and direc Preston Sturges in France. I Jack Buchanan and Martine

■

'Attack!' Sets Record

United Artists' "Attack!" re the "biggest opening day of th at the State Lake Theatre in on Thanksgiving Day with a $10,340, according to UA.

B & K Names Segu Ad-Publicity Direct

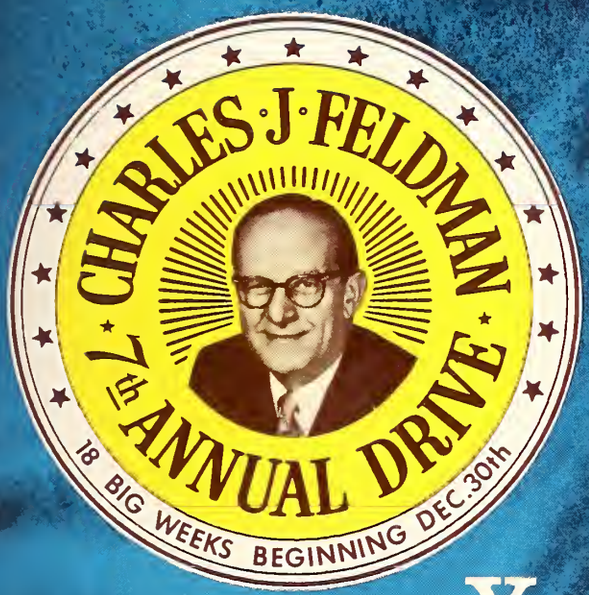
CHICAGO, Nov. 25—The a ment of Edward H. Seguin as of advertising and publicity f ban and Katz Theatres has b nounced by David Wallerstei president and general manag guin has been with the orga for more than 20 years, ser each post of the department heads.

R. G. Byrne, 60

Roger Gerald Byrne, 60, po ist at the Radio City Music H its opening, died Thursday a head, Long Island. In his Byrne was a musician who h associated with the band o Phillip Sousa. His wife, Im vives.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd I Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Willia nup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturda days and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York. Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a Motion Picture Daily. Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under th March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

U and I TOGETHER for the



STAND BY FOR TAKE-OFF, MR. EXHIBITOR!

You are cordially invited to participate in our campaign for new boxoffice highs in the Charles J. Feldman 7th Annual Drive . . . And to propel your enthusiasm up to our altitude we have carefully assembled thirteen of our very strongest pictures for this Drive . . . pictures carefully designed to fit the needs of every kind of theatre in every type of situation.

With this profit-packed product, your theatre and our mutual know-how, TOGETHER we are going to give your boxoffice a jet-powered boost that'll keep you...

. . . Flying high with U-I !

Written on the WIND

TECHNICOLOR®

STARRING

ROCK HUDSON
LAUREN BACALL
ROBERT STACK
DOROTHY MALONE

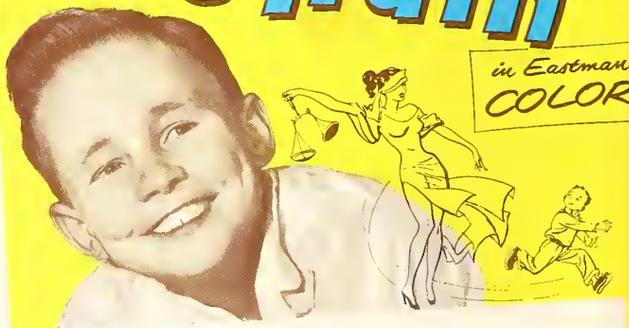
with ROBERT KEITH • GRANT WILLIAMS

Directed by DOUGLAS SIRK • Screenplay by GEORGE ZUCKERMAN

Produced by ALBERT ZUGSMITH

"Everything But the Truth"

in Eastman COLOR



STARRING

MAUREEN O'HARA
JOHN FORSYTHE
and TIM HOVEY

with FRANK FAYLEN

LES TREMAYNE • PHILIP BOURNEUF

Directed by JERRY HOPPER • Screenplay by HERB MEADOW

Produced by HOWARD CHRISTIE

18 BIG WEEKS BEGINNING DEC. 30th

THE CHARLES J. FELDMAN 10th ANNUAL DRIVE

Universal International

FLYING HIGH with U-I

4 GIRLS in TOWN

CINEMASCOPE
TECHNICOLOR®

STARRING

GEORGE NADER
JULIE ADAMS
MARIANNE COOK
ELSA MARTINELLI
GIA SCALA

with **SYDNEY CHAPLIN** · **GRANT WILLIAMS**

Written and Directed by JACK SHER · Produced by AARON ROSENBERG

FROM THE DARING THE GREAT MAN BEST-SELLER..

JOSÉ FERRER

THE GREAT MAN

CO-STARRING

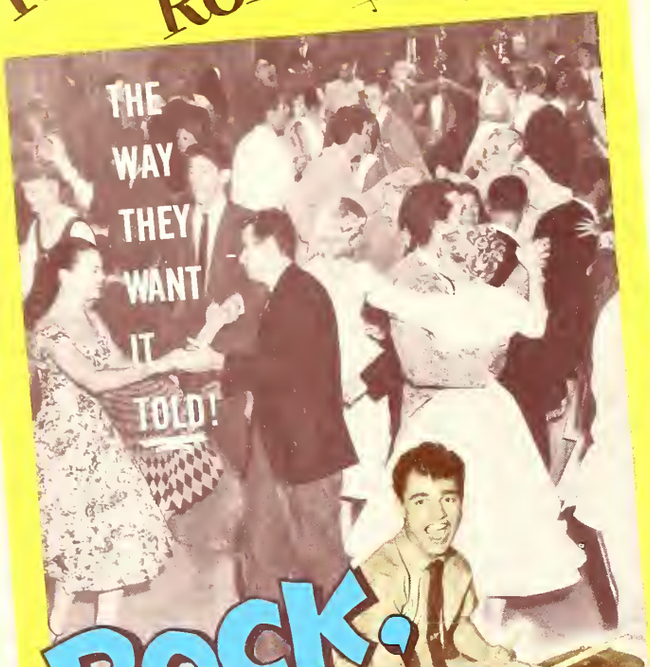
DEAN JAGGER
KEENAN WYNN
JULIE LONDON
JOANNE GILBERT
and **ED WYNN**

with **JIM BACKUS** · **RUSS MORGAN**

Directed by JOSÉ FERRER · Screenplay by AL MORGAN and JOSÉ FERRER
Produced by AARON ROSENBERG

THE WONDERFUL STORY OF TODAY'S

Rock and Roll Generation



ROCK, PRETTY BABY!

STARRING

SAL MINEO
JOHN SAXON
LUANA PATTEN

with **FAY WRAY**

Directed by RICHARD BARTLETT • Produced by EDMOND CHEVIE
Screenplay by HERBERT MARGOLIS and WILLIAM RAYNOR

Rock to 12 Wonderful Tunes including:
ROCK, PRETTY BABY! • WHAT'S IT GONNA BE?
CAN I STEAL A LITTLE LOVE?

CinemaScope • TECHNICOLOR®

Istanbul

STARRING

ERROL FLYNN
Miss CORNELL BORCHERS

with JOHN BENTLEY • TORIN THATCHER
LEIF ERICKSON • PEGGY KNUDSEN
MARTIN BENSON and NAT "KING" COLE

Directed by JOSEPH PEVNEY • Produced by ALBERT J. COHEN
Screenplay by SETON I. MILLER, BARBARA GRAY and RICHARD ALAN SIMMO

18 BIG WEEKS BEGINNING DEC. 30th

THE CHARLES J. FELDMAN ANNUAL DRIVE

Universal International

FLYING HIGH with U-I

CINEMASCOPE in Eastman COLOR

FRED MacMURRAY
JEFFREY HUNTER
JANICE RULE

GUN FOR A COWARD

CO-STARRING CHILL WILLS
DEAN STOCKWELL

with JOSEPHINE HUTCHINSON
BETTY LYNN • JOHN LARCH

Directed by ABNER BIBERMAN • Written by R. WRIGHT CAMPBELL
Produced by WILLIAM ALLAND

CINEMASCOPE

BATTLE HYMN

STARRING
ROCK HUDSON
MARTHA HYER
DAN DURYEA
DON DeFORE
ANNA KASHFI
JOCK MAHONEY
with CARL BENTON REID

BATTLE HYMN
As told by Colonel Dean Hess in his own Best Seller.

Directed by DOUGLAS SIRK • Written by CHARLES GRAYSON and VINCENT B. EVANS • Produced by ROSS HUNTER

Mister Cory

CINEMASCOPE

in Eastman COLOR

STARRING

TONY CURTIS
MARTHA HYER
CHARLES BICKFORD
KATHRYN GRANT

with WILLIAM REYNOLDS • RUSS MORGAN

Directed by BLAKE EDWARDS • Screenplay by BLAKE EDWARDS

Produced by ROBERT ARTHUR

JEFF CHANDLER
JEANNE CRAIN
JACK CARSON

The TATTERED DRESS

CINEMASCOPE

CO-STARRING

GAIL RUSSELL
ELAINE STEWART

with GEORGE TOBIAS • EDWARD ANDREWS

Directed by JACK ARNOLD • Screenplay by GEORGE ZUCKERMAN

Produced by ALBERT ZUGSMITH

18 BIG WEEKS BEGINNING DEC. 30th

THE CHARLES J. FELDMAN 1st ANNUAL DRIVE

Universal International

FLYING HIGH with U-I

THE SHOCKING STORY OF A MAN THE STATE ASYLUM CALLED "CURED"!
THE NIGHT RUNNER
STARRING
RAY DANTON
COLLEEN MILLER
Directed by ABNER BIBERMAN • Screenplay by GENE LEVITT
Produced by ALBERT J. COHEN

HOUR BY HOUR HE GREW
SMALLER...
SMALLER...
SMALLER...
THE INCREDIBLE
SHRINKING MAN
STARRING
GRANT WILLIAMS
RANDY STUART
Directed by JACK ARNOLD • Screenplay by RICHARD MATHESON
Produced by ALBERT ZUGSMITH

CINEMASCOPE
TECHNICOLOR®

VAN JOHNSON

"KELLY and ME"

CO-STARRING

PIPER LAURIE
MARTHA HYER

with ONSLOW STEVENS • HERBERT ANDERSON • FRANK WILCOX

Directed by ROBERT Z. LEONARD • Story and Screenplay by EVERETT FREEMAN • Produced by ROBERT ARTHUR

... and these Pictures currently in Release:

"AWAY ALL BOATS"
IN VISTAVISION® Motion Picture High-Fidelity • TECHNICOLOR®

"PILLARS OF THE SKY"
IN CINEMASCOPE • TECHNICOLOR®

"WALK THE PROUD LAND"
IN CINEMASCOPE • TECHNICOLOR®

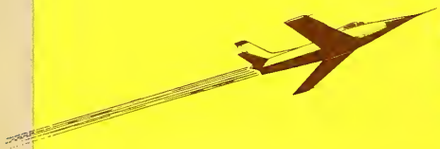
"THE KILLERS"
"SLEEPING CITY"
RE-RELEASE

"THE UNGUARDED MOMENT"
TECHNICOLOR®

"CURUCU, BEAST OF THE AMAZON"
IN EASTMAN COLOR

"THE MOLE PEOPLE"

FLYING HIGH with U-I!



THE CHARLES J. FELDMAN 7th ANNUAL DRIVE

Universal International

LITHO

llied Meeting

(*Continued from page 1*)

menced today with a heavy agen- including such topics as the Coun- of Motion Picture Organizations, ness building ideas of the Motion ure Association of America, arbi- on, the Senate Small Business re- on industry trade practices, and possibility of consolidation with atre Owners of America.

o report had been made public he Allied board on its discussions ction at this writing.

Convention Theme Chosen

he convention's theme is "See , Learn How, So That You Will w How" and it relates largely to buying clinics, availabilities and . There will be film clinics on rtising methods, new approaches, essions operations and talks on onal film problems affecting in- lual theatre situations.

llied, in conjunction with the e-day meeting, is staging a trade in which over a million dollars' h of equipment will be shown. nong the main exhibitors will be Cola, National Carbon Corp., Equipment Corp., Pepsi-Cola, onal Theatre Supply, Confection net Corp., Ballantyne Corp., rican Desk Mfg. Co., Dr. Pepper Miracle Equipment.

ssions during the convention will at 9 A.M. and run to 5 P.M. rvations will cost $25 for men; for women, and $40 for man and father and son, wife and daugh- All booths in the trade show be guarded by bonded guards.

To Be Welcomed by Mayor

n Tuesday, at the official opening he meeting in the Grand Ball- of the Statler Hilton Hotel, or R. L. Thornton of Dallas will id greetings to the exhibitors. will deliver the address of wel-, and Roy Kalver, president of d Independent Theatre Owners ndiana, will make the keynote ess.

n Wednesday, delegates and ex- ors will be attending film clinics theatres in large towns, small s, and for drive-ins—and will in- the exhibits in the trade show. Thursday, clinics will be held for buying.

ie directors of Allied are also ted to sit on the last day of the ing to discuss issues and perhaps action by resolution on matters g during the three days of busi- meetings. They are expected to unce the dates of the 1957 meet- reported as scheduled for Miami h.

Mid-Winter Confab Set

ie board's mid-winter meeting be held in Cincinnati on Feb. 1- immediately following Allied's drive-in convention. The spring d meeting will be held in Detroit onjunction with the annual con- on of Allied Theatres of Michi- National Allied's 1958 drive-in ention is scheduled to be held in sville.

REVIEWS:

The Peacemaker

Makelim—United Artists

HOLLYWOOD, Nov. 25

WITHIN A MELODRAMA set against the West of the railroad builder, the incoming farmer and the resisting rancher, producer Hal. R. Makelim has set down here a strong plea for peace on earth—the plain peace of strong men facing up to their time and their problems and working out their differences by peaceful means. The principal character in the story is a preacher, portrayed by James Mitchell, whose influence in the embroiled community to which he has come for his first ministry is derived directly from the Bible. Throughout the story, which follows in a general way the pattern of the farmer-rancher narrative the public considers indispensable, the power of the pulpit in the affairs of men is firmly, and at all times naturally, dramatized. This is the force that holds tightly together the strands of a basically familiar plot, from suspenseful start to violent finish of an actionful and thoughtful picture.

The screenplay by Hal Richards and Jay Ingram, directed straightforwardly by Ted Post, opens with the arrival of Pastor Mitchell in the town of Pembroke, where farmers and ranchers are at pistol-point over ownership of the lands, one mile each way from the right-of-way, sold by the railroad. Mitchell's principal adversary, when he undertakes to establish a basis for peace in the community, is a gunslinger played by Jan Merlin, who is secretly in the employ of a railroad agent, played by Herbert Patterson, who hopes to obtain possession of all the disputed lands for himself. Events that lead to the exposure of Patterson, and establishment of peace in the area, include fights, fires, woundings and deaths, but the conclusion convincingly proves the pastor's teachings.

Also in the cast are Rosemarie Bowe, Jess Barker, Hugh Sanders, Dorothy Patrick, Taylor Holmes, Robert Armstrong, Philip Tongue, David McMahon, Wheaton Chambers, Jack Holland, Nancy Evans and Harry Shannon.

Running time, 82 minutes. General classification. For November release.

WILLIAM R. WEAVER

Rumble on the Docks

Columbia

INTRODUCING a new juvenile of considerable promise and featuring fast-moving action in the two topical fields of juvenile delinquency and waterfront gangsterism, this makes a tight little package of entertainment.

The newcomer is James Darren, who plays a 17-year-old confused but goodhearted leader of a juvenile gang with confidence and aplomb. His confusion arises from a complex misunderstanding with his father who has been unsuccessfully fighting gangster leadership in the longshoreman's union for years. In this area the plot wanders somewhat far afield and stalls the action for a while, but that is quickly corrected with two rumbles—a gang killing and a suspenseful climax with the gangsters searching for Darren in a dark garage.

A romance between Darren and Laurie Carroll adds sweetness to the proceedings and competent acting by the entire supporting cast, direction by Fred F. Sears and adequate, even if sharply squeezed, production values by producer Sam Katzman keep the interest and the drama alive and moving.

Running time, 82 minutes. General classification. For December release.

JAMES D. IVERS

New RKO Art Head

HOLLYWOOD, Nov. 25.—George Davis, president of the Society of Motion Picture Art Directors, has been appointed head of the RKO Studio Art Department, it was announced by Raymond A. Klune, executive manager of studio operations. Davis, who won the Academy Award for his art direction for "The Robe" and was nominated for four additional Academy art awards, will assume his new RKO post Jan. 1.

Seek to Stop Drive-In

NEW SCOTLAND, N. Y., Nov. 25—Petitions are being circulated among citizens here in protest against the planned construction of a 700-car drive-in by Robert C. Conahan on New Scotland Rd. The theatre is to be built in a residential district, and the petition asserts "a serious depreciation of property values and creation of dangerous traffic situations and moral problems" would result if the town board allows the project.

TENT TALK

Variety Club News

CLEVELAND—Marshall Fine was reelected to serve a second term as chief barker of the local Variety Club, Tent No. 6. Elected to serve with him are: first assistant barker, Dan Rosenthal, United Artists branch manager; second assistant, Will Dougherty, WJW-TV; secretary, Sam Weiss, 20th-Fox local sales manager; treasurer, Jim Leavit, Universal city salesman. Composing the new board of directors are: Irwin Shenker, Berlo Vending Co.; Irwin Pollard, Imperial Pictures; Leonard Greenberger, Shaker Theatre; Will Dougherty, WJW-TV; Ted Levy, Buena Vista district manager; I. J. Schmertz, 20th-Fox branch manager; Jerome Safron, Columbia branch manager; Sam Weiss, 20th-Fox local sales manager; Dan Rosenthal, United Artists branch manager; Leroy Kendis, Associated Theatres Circuit; Jim Leavit, Universal-International; Sam Schultz, Allied Artists branch manager; Henry Greenberger, Community Theatres Circuit; and Jack Silverthorne, Hippodrome Theatre.

△

BALTIMORE — Baltimore Variety Club, Tent No. 19, has voted Aaron Seidler as chief barker for the coming year. Other members voted into office include Bud Silverberg and Bill Howard as first and second assistant chief barkers, respectively; Oscar Kantor as doughguy and Sol Goodman, secretary. The new board of directors includes, in addition to the officers, Al Zlatin, Henry Woodruff, Spaulding Albert, Joseph Garfink, Milton Stark and Mike Rendelman, the last named being as delegate to the convention. Mitchell Rosenfeld and Joe Phillips were voted as representatives of associate members.

△

MINNEAPOLIS.—Sim E. Heller, Minneapolis independent circuit owner, was reelected to a second term as chief barker of Variety Club of the Northwest. Joe Podoloff and Thomas A. Burke were chosen first and second assistant chief barkers, respectively. Gilbert Nathanson succeeded Burke as property master and Edward P. Schwartz replaced Saul Halison as dough guy.

△

BUFFALO—The Buffalo Variety Club's first memorial plaque dedication ceremony will be held in Tent 7's headquarters Sunday, Dec. 9, when the following late barkers will be memorialized: Edward H. Altman, Nicholas Basil, Albert Behling, Jacob S. Berkson, Basil Brady, William Cadoret, Benjamin Darrow, Harry T. Dixon, A. Charles Hayman, Jacob Lavene, Philip Lavene, Vincent R. McFaul, Edward M. Michaels, Vernon G. Sanford, Jerome Schwartz, Michael Shea, John Sitterly, William Tishkoff, Richard T. Walsh and C. Arthur Woodward.

PEOPLE

Harry Brandt, president of Brandt Theatres, will serve as chairman of the coordinating committee of the Entertainment Industry Tribute to Jimmy Durante, it has been announced by Harry E. Gould, chairman. The tribute is sponsored by the Jewish Theatrical Guild of America and will be held at the Waldorf-Astoria on Sunday, March 17. All branches of show business are participating.

□

George G. Gallantz, who has been a member of the New York law firm of Simpson, Thacher & Bartlett, has been named general counsel for Schine Enterprises. He will make his headquarters in that organization's New York offices.

□

Jack Sage, for many years a theatre manager for United Detroit Theatres, has resigned, effective Nov. 30, to join the Jam Handy Organization, where he will head the projection department, which handles sales and rentals of equipment.

□

David Westheimer, television critic of the "Houston Post," has been selected as one of the six judges to choose the winner of the 1956 Sylvania Television Awards in New York. Judging will start next Friday and will last for three days.

□

Albert D'Agostino, head of the RKO Radio art department, has resigned his post for reasons of health. He will take individual picture assignments next year.

Use of 'Reds' Abroad

(*Continued from page* 1)

Communists and one by anti-Communists.

In a four-pronged resolution the Council declared it "condemns in strongest possible terms employment of Communist union members by American producers who have run away to foreign countries;" will launch a "nationwide campaign to educate the American public to withhold patronage from pictures made by Communist union members"; send copies of this resolution to "all international unions in AFL-CIO with the request that they request their members to support this campaign"; and to the "American Legion Motion Picture Alliance for Preservation of American Ideals, and other anti-Communist organizations."

IFE Moving Offices

Offices of Italian Film Exports, here, will be transferred to 1270 6th Ave., 8th floor, Wednesday, according to Seymour Poe, executive vice-president of the company. The firm's current address is 1501 Broadway.

Kreisler Tells of Film Pacts

(*Continued from page* 1)

mencing in January, I will send over to them a print of the films they want for screening before a governmental cultural committee. This committee will decide whether or not they think the film is good, and if they like it, will notify me within one month and will pay me in dollars in New York." Kreisler said the average price for each film in the satellite countries would be "about $8,000" and in Russia, the price could be up to $50,000."

The industry executive said the films under consideration were produced between 1946 and 1952. Under the terms of the tentative contracts, "there are to be no cuts or editing of the films without our written approval. This clause also applies to the translations and sub-titling. No features or part of them will be shown on television. Trailers for each feature could be shown on television in advance of openings," he said, adding that U.S. Embassy personnel would "act as unofficial checkers to see there is no alteration of the product."

Among the films formerly on the list of 20 films were two Bank of America features, "Macbeth" and the "Fabulous Dorseys." Both were later withdrawn, Kreisler said. He added that two other films were substituted, "Fighting Men of the Plains" and "Caribou Trail," both starring Randolph Scott. Another film on the list was "Not of a Vintage."

Kreisler said the Russian public has a great desire to see American films and stars. He said that they see a film once in six months; that admissions cost two rubles or 50 cents and that there is a black market in them; that Italian films are greatly enjoyed, and that the public has seen only "The Salt of the Earth," and the James Stewart picture, "Mr. Smith Goes to Washington," which was captured in Berlin during World War II.

Technirama

(*Continued from page* 1)

ence Friday in his suite at Hampshire House that the process is being studied currently by several American producers with a view to its use in the near future. "The Monte Carlo Story" was shot in Technicolor on location in and about Monte Carlo. Girosi also has another film under wraps, "The Roof," directed by Vittorio De Sica in black and white 35 mm. This he described as being in "the neo-realist tradition." He expects to release it in this country "sometime in 1957."

Girosi gave as his opinion that casting, rather than financing, is the major problem in Italy these days. Lack of native talent in Italy, he added, is a serious detriment to an industry which must defer to the traditional query from exhibitors: "Who's in it?"

Revealing that he has "a number of future projects under consideration," Gerosi said he will not confine his picture-making to Europe but is interested likewise in American locations and wants to make films "wherever the story takes me."

'Bundle' Premiere

(*Continued from page* 1)

with celebrities connected with the entertainment industry, will journey to Grossinger's, Grossinger, N. Y., on Monday, Dec. 3, for a press premiere.

First Aid for Hungary, under the honorary chairmanship of Herbert Hoover, has been chartered to provide immediate assistance to the estimated 70,000 victims of Soviet aggression, with particular attention to the children.

Eddie Fisher, who makes his screen debut in "Bundle of Joy," and his wife, Debbie Reynolds, with whom he is co-starred, will come to New York from Hollywood ten days before the premiere to help sell tickets.

Carolina TOA

(*Continued from page* 1)

Horning, manager of the Small Business Administration office in Charlotte.

Slated to speak in addition to Horning are Ernest G. Stellings, president of the Theatre Owners of America; W. C. Gehring, vice-president of 20th Century-Fox, and Herman Levy, general counsel of TOA.

Special showmanship clinics will fill the program for tomorrow, under the direction of Stellings. Morning sessions will be devoted to theatre advertising and concession problems. Drive-in and small-theatre operations will be discussed in the afternoon sessions.

Scheduled to speak and conduct discussions tomorrow are Norris Hadaway of Birmingham, L. C. Fitzgerald of Charlotte and Jack Braunagle of Little Rock, Ark.

The three-day meeting will be terminated with the annual banquet Tuesday evening at the Hotel Charlotte, when Stellings will be the principal speaker. New officers, who will have been named at a closed session earlier Tuesday, will be presented to members at the banquet. Miss America of 1957 is expected to be guest of honor at the banquet. Jack Fuller, current president of the Carolinas association, will preside.

Holiday Gives Boost

(*Continued from page* 1)

Day, gross an estimated $42,000 for the four days.

"Love Me Tender" at the Paramount had an estimated four-day gross topping $27,000. "Oklahoma!" was strong at the Mayfair, as was "Teenage Rebel" at the Globe.

"Friendly Persuasion" in its fourth and last week at Radio City Music Hall had an estimated 110,000 for the fourday weekend.

MGM's 'Swan' Offered To Iron Curtain Lands

"The Swan" is among the fe American films being offered Loew's Inc. for sale to Iron Cu nations, said Bernard Kreisler, ident of International Film Asso Corp.

Kreisler said that this picture mentioned in negotiations whic conducted with film and cultura cials in Russia, Czechoslovakia land, Romania and Hungary.

REVIEW:

Running Target

Couffer—United Artists

A belief that all men are br clashes with instincts of violenc hunt for escaped convicts i scenic Colorado Rockies, but the gunsmoke clears the philoso conflict remains unresolved an parties hate each other more ever. Leading the posse is the s portrayed by Arthur Franz, v torn between his duty to captu escapees and his belief in the b hood of man, which bitterly o killing.

His antithesis is the sharps of the posse, Richard Reeves, tinguished citizen who doesn' out to hunt for lost boys or w planes but always volunteers t fugitives.

Riding with the posse is Doris Dowling, who claims the because she was held up, robb "insulted" by the convicts the they escaped. She disappears they close in on the fugitive Myron Healy. When they ca to Healy, they find her gan hand-in-hand with the convict. and audience are left to gue exactly what did happen duri robbery.

Reeves, who has already kill wounded the other convicts, Healy. Enraged, Franz smash prize rifle. He leads off the s Miss Dowling as Reeves fondl broken pieces and whimpers Franz will have to buy him rifle.

The Colorado Rockies make a tiful and imposing background action of this film which wa duced by Jack C. Couffer a rected by Marvin R. Weinstein screenplay is by Couffer, We and Conrad Hall.

Running time, 83 minutes. G classification. For November r

Gus D

Pike Offices Burned

McCOMB, Miss., Nov. 25. fices of the Pike Amusement C the Pike Booking & Supply Co were completely destroyed by fi cently, together with records cannot be replaced. The bui were management centers fo large circuit of theatres in Missi Louisiana, Florida and Alabam erated by T. G. "Teddy" So and Associates.

we're a moving picture company . . . . .

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NEW YORK 22, NEW YORK PLAZA 1-4400

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*"Red Carpet" is a service mark used and owned by United Air Lines, Inc.

4 NONSTOP DC-7 FLIGHTS DAILY TO LOS ANGELES AND SAN FRANCISCO

OUR VIEW

OLD E. Fellows, president of e NARTB, addressed a Rotary-iwanis Club conference in Bal- last week, speaking on "Free- Under License" as it pertains adcasting. He made the point censes are granted by the Fed- Communications Commission hat body has decided "the pub- erest, convenience and neces- will be properly served, but hat clause is subject to varied etation. Even the courts, he have called it "many different "

re can emerge from certain in- ations a move on the part of ment to standardize program- or to channel it into certain ons. Broadcasters have learned perience to achieve a balance gramming, with proper consi- n given to the communications of the particular community. ellows then insists that this be a "prerogative of industry" hat Government must not dis- he "balance of programming" ting "freedom under license."

•

io has reached the point where is full and selective service in ally every home in the nation. sion of course has not yet d that happy and inclusive ecause of technical difficulties. communities have no access to ion, others are able to receive gnals of only one station, thus g the "right of choice." Pay ion, Mr. Fellow points out with ntal emphasis, also would divide dience into those who can and who cannot pay, denying the to some.

e are dealing with something more than a commercial enter- says Mr. Fellows. That is the onsideration of which the tele- industry must never lose sight. f its decisions must be pre- d upon an appreciation of the sibilities it faces constantly.

—Charles S. Aaronson

' TV-Stations Set agement Meeting

CBS-owned television stations old their third annual station gement meeting in New York and tomorrow.

meeting will cover a broad of subjects with emphasis on plans for the coming summer, affairs programming, and sales promotion for film packages.

NSCRIPTIONS
FILM COMMERCIALS
with
FINE SOUND
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E SOUND Inc. PL 3-5400
711-5th Ave., NYC

Television Today

Martin, Lewis Sign for Individual Programs

HOLLYWOOD, Nov. 25. — Dean Martin and Jerry Lewis have signed a new contract with the National Broadcasting Co. for individual variety shows by which the performers will earn about $5,000,000 during the next four and a half years. N. Joseph Ross, attorney for the performers' company, York Productions, also confirmed that a $6,000,000 breach-of-contract suit that York filed against the network last August has been dropped. He said the "revised reinstituted contract" constituted a settlement.

The new agreement, which runs through Aug. 31, 1961, provides for 34 hour-length programs. It is understood they will be of the musical variety type. The first is being planned for presentation in February, although NBC has net yet set a definite time.

TV Set Shipments Show 55% Increase

WASHINGTON, Nov. 25 — The number of television sets shipped to dealers in September increased 55 per cent over the number shipped in August, RETMA announced last week. The latest RETMA marketing date report shows 829,126 TV receivers shipped to dealers during September —a five-week month—including 1,253 sets sent to the territories.

Total shipments in August had been 535,936 units while 1,019,191 TV receivers were shipped to dealers in September a year ago. Television set shipments to dealers during the first nine months of 1956 totaled 4,590,242 compared with 5,174,732 receivers shipped during the same period in 1955.

NTA Sales Force Is Briefed on New Product

Harold Goldman, vice-president in charge of sales for National Telefilm Associates, presided at two NTA regional sales meetings held in Chicago and Los Angeles recently.

Goldman briefed the NTA sales force on the recently acquired 20th Century-Fox pictures which are to be offered to tv stations throughout the country. Two additional meetings are set for today and tomorrow in NTA's Los Angeles office.

I.T.C. Starting 'Sabu'

HOLLYWOOD, Nov. 25.—Ralph G. Branton, president of Interstate Television Corp., has announced that production will start tomorrow on a new series, "Sabu and the Magic Ring," starring Sabu. The half-hour film series will be offered for midyear selling.

This Modern Age

There's no telling where this automation thing is going to end. Now comes word that Peters, Griffin, Woodward, station representatives, with the connivance of Remington-Rand engineers, plans the installation of an electric system on the principle of Univac, to store information on programs, availabilities, rates and so on for tv and radio.

When an advertiser or agency wants the dope on any phase of the operation, somebody pushes a button and out it pops—just like toast. Remington-Rand will start the installation about Jan. 1.

FCC Looks to Cancel UHF 'Idle' Licenses

WASHINGTON, Nov 25 — The FCC has taken action looking toward cancellation of up to 83 UHF television licenses where construction of stations has not been started or where the stations were built and were thereafter forced off the air.

The commission had previously asked these "idle" licensees to give a clear statement of whether and when they intended to start telecasting. The 83 concerned in today's proceeding responded to the effect that they could not take the risk of UHF operation until something is done about the overall UHF problem.

The commission has now addressed a letter to all 83, telling them that unless there is something more to be said the FCC can only conclude that delay in construction has been a voluntary decision, not because of "causes not under your control."

The letter gives the licensees until Feb. 15 to file "in triplicate" additional information about construction intentions, otherwise "your construction permit will be cancelled and your call letters deleted." Commissioner Lee dissented, saying, "I vote to renew these permits pending a resolution of the UHF problem."

CBS-TV Spot Sales Sets 3rd Annual Meet

CBS Television Spot Sales will hold its third annual general managers meeting this Wednesday and Thursday at the Savoy Plaza Hotel here, it was announced by John Schneider, general manager. The meeting was scheduled three months earlier than last year in order to work out comprehensive new patterns for summertime selling.

The other main topic for discussion will be new sales and promotion plans, geared to take maximum advantage of the major feature film packages now owned by the majority of the stations.

Who's Where

Thomas W. Sarnoff, director of business affairs for the National Broadcasting Company's Pacific Division, was elected a vice-president of California National Productions, Inc. at a meeting of the NBC subsidiary's Board of Directors last week in Hollywood. Sarnoff had been a director in the organization.

□

Thomas S. O'Brien has been named director of business affairs of the NBC-owned stations, it is announced by **Thomas B. McFadden**, vice-president in charge of NBC-owned stations and NBC spot sales. O'Brien joined NBC in 1952 as assistant controller of NBC-owned stations. He was appointed divisional business manager in 1954.

□

Max Alexander, of M & A Alexander Films, will arrive in New York on Monday from the Coast for ten days of huddles with his eastern tv film representative, **Larry Stern**.

□

Jack W. Minor, vice-president in charge of sales for Plymouth, has picked up the option on the **Ray Anthony** show, over the ABC-TV network, featuring **Frank Leahy**, former Notre Dame coach, for another 13 weeks. Grant Advertising executives **Lawrence McIntosh** and **L. W. Brown** negotiated for Plymouth.

□

John Highlander, assistant program manager of KPIX in San Francisco, has been named to receive the Northern California Industrial Safety Society's 1956 tv award for his contribution to the station's series of programs on highway safety entitled "Ten Seconds to Live."

□

James W. Beach, director of the ABC Television Network's Central Division, has been elected a vice-president of the American Broadcasting Co., it is announced by **Leonard H. Goldenson**, president of AB-PT. He was sales manager of station prior to his appointment as director of ABC-TV's Central Division in May, 1955.

20th's Four Stars For A Joyous Christmas!

One of the most important dramatic presentations ever!

ANASTASIA

COLOR by DE LUXE

CINEMASCOPE

starring

INGRID BERGMAN
YUL BRYNNER
HELEN HAYES

The world's outstanding attraction at popular prices!

RODGERS & HAMMERSTEIN'S

OKLAHOMA!

Color by TECHNICOLOR

CINEMASCOPE

Heavenly holiday happiness! Entertainment for everybody!

THE GIRL CAN'T HELP IT

COLOR by DE LUXE

CINEMASCOPE

starring

TOM EWELL
JAYNE MANSFIELD
EDMOND O'BRIEN

The nation's sensation! The hottest name in show business!

LOVE ME TENDER

CINEMASCOPE

starring

RICHARD EGAN
DEBRA PAGET

and introducing

ELVIS PRESLEY

Nothing like it before... in 20th's entire history!

Concise and to the Point

MOTION PICTURE DAILY

All the News That Is News

VOL. 80, NO. 101 NEW YORK, U.S.A., TUESDAY, NOVEMBER 27, 1956 TEN CENTS

ckholders Told:

?e Columbia ross Income head for Year

fit for First Quarter orted at $843,000

By LESTER DINOFF

e gross income of Columbia Pie- and its subsidiary eompanies he fiscal year ending June 30, 1957, "will be substantially ahead of the previous 12 - month volume of $91,-145,571," it was announced yesterday by Jack Cohn and A. Sehneider, exeeutive viee-president and first vice-president and treasurer of Columbia, respeetively.

Jack Cohn

ne Columbia executives, presidover the company's 33rd annual cholders' meeting in the absence esident Harry Cohn, said that in 13-week period of the current l year, ended on Sept. 29, 1956,

(*Continued on page 2*)

aubinger Named UA nager in Buffalo

lbert R. Glaubinger, sales manager Jnited Artists in Boston, has been ated to the post of branch man- in Buffalo, it was announced erday by William J. Heineman, -president in charge of distribu-

laubinger succeeds Stanley S. Koy, who has been named as branch nager of UA's Philadelphia exnge. Glaubinger will assume his appointment immediately.

Television Today

age 6

Columbia Hires Agency To 'Tell Our Story'

Columbia Pictures has retained the services of H. M. Gartley & Associates, public relations agency, "to tell the Columbia story to the public," it was disclosed at yesterday's stockholders meeting by first vice-president and treasurer A. Schneider.

The veteran film executive whose new seven-year contract with the company was approved by the stockholders, declared that Gartley "will attempt to make the company more attractive to stockholders."

Larry Golob Services To Take Place Today

Funeral services for Larry Golob, 52, national director of publicity for Warner Bros. Pictures, will be held at the Riverside Memorial Chapel, 76th St. and Amsterdam Ave., here at 12:45 P.M. today. Interment will be at the Riverside Cemetery, Rochelle Park, N. J.

Golob, who died in his sleep at his New York City home Sunday morning, is survived by his wife, mother and a sister.

The veteran publicity man had been in the motion picture industry since 1923, when he joined Warner Bros. Pictures. In 1944, he was appointed Eastern publicity manager and in 1945, Eastern Publicity Director. Last August, Golob was named national publicity director.

'Rapprochement' Nearer

Allied, Compo Groups Will Confer on Dec. 10

Shor Appoints Myers, Rembusch and Snaper to Meet Council Committee

DALLAS, Nov. 26—A rapprochement between Allied States Association and the Council of Motion Picture Organizations moved closer to consummation here today when Ruben Shor, president of national Allied, appointed a committee of three to meet with a COMPO group on Dec. 10 in Washington to discuss ways and means of bringing about a reconciliation between the two organizations.

Ruben Shor

Members of the Allied Committee, chosen at today's session of the board of directors meet-

(*Continued on page 4*)

George Skouras Again President of UATC

Special to THE DAILY

BALTIMORE, Nov. 26 — George P. Skouras was reelected president of United Artists Theatre Circuit today at brief stoekholders meeting. All the board of directors and other officers of the company were also reelected.

Questioned regarding a proposal put forth early last summer for the consolidation of UATC with other theatre interests, Skouras declared there was "nothing new" but that plans are still pending.

Last July it was announced that UATC and Skouras Theatres, headed by Spyros S. Skouras, were discussing plans to merge their theatre and industry affiliations. Rowley United Theatres of Texas was also reported

(*Continued on page 4*)

Reade Files Anti-Trust Suit Against Loew's

An anti-trust suit asking damages totaling $1,200,000 was filed by Walter Reade Theatres yesterday in federal court here against Loew's and Loew's Theatres and Realty Corp. The suit charges that the defendants violated anti-trust laws by imposing "unreasonable clearances" on product for Reade's Woodbridge Drive-In, Woodbridge, N. J.

Other exhibitors were named as "co-ocnspirators" in the suit but not as defendants.

Sales to East Europe Before MPEA Today

Discussions on the Danish film situation and on the sales of American films to East European countries will highlight the agenda of today's meeting of the board of directors of the Motion Picture Export Association.

Other matters to be discussed are the Children's Film Festival in Poland and a tax matter in Colombia.

Columbia May Release 52 Additional Films to Television This Year

Screen Gems, the wholly-owned subsidiary of Columbia Pictures, may acquire 52 more features from its parent company's pre-1948 films for distribution to television, according to A. Schneider, first-vice-president and treasurer of Columbia Pictures.

Television Today..

Schneider, in an announcement to Columbia stockholders yesterday, said the subsidiary released 104 Columbia features to tv in 1955 and a package of 52 so far this year. He added that the company's pre-1948 film library still contains 686 features "suitable for television exhibition." He said the library also has 304 post-1948 films.

Screen Gems, in the fiscal year ended on June 30, 1956, grossed $11,000,000 in billings and contribute "about $6,000,000 to the net profit of Columbia," Schneider said. "The company will and is expanding its services and sales, domestically and foreign-wise, and we expect Screen Gems to have a substantial improvement in business next year," he said.

In reply to a stockholder's question, he said that there is a possibility "that Screen Gems or Columbia will acquire interests in television stations." Jack Cohn, executive vice-president of Columbia, said the company has already been approached on this.

PERSONAL MENTION

EDWARD MOREY, Allied Artists vice-president, has returned to New York from Hollywood.

•

FOSTER M. BLAKE, Western sales manager for Universal Pictures, will leave New York tomorrow for Los Angeles.

•

CAPT. I. R. MAXWELL, managing director of Maxwell Film Distributors of England, will arrive in New York from London today via B.O.A.C.

•

EDWARD F. ZABEL, recently retired executive of National Theatres, has arrived in New York from the Coast.

•

TONY REINMAN, office manager for Columbia Pictures in Cleveland, has resigned that post to rejoin United Artists as head booker there.

•

JOOP GEESINK, president of Dollywood Studios of Amsterdam and a co-producer with Transfilm, Inc., will arrive in New York today from Holland.

•

OTTO LANG, director, arrived in New York from the Coast last night for conferences with Cinerama producer LOWELL THOMAS.

•

ROBERT ROSSEN, writer, left New York yesterday for London via B.O.A.C.

•

FRANK KING, producer, will leave Hollywood today by plane for New York.

•

LINDSLEY PARSONS, producer, and JOHN H. BURROWS, associate, will leave the Coast by plane on Friday for New York.

J. H. Grainger, 56

NEW ORLEANS, Nov. 26.—John Howard Grainger, 56, assistant manager for Columbia Pictures here since 1944, died Nov. 21 at Baptist Hospital. He had been in the business since 1920, and served with the old Goldwyn company, Metro-Goldwyn-Mayer and Monogram's Southern Exchanges, all in New Orleans.

Gina Lollobrigida Due

Gina Lollobrigida will arrive in the United States Sunday to be the guest of honor at the world premiere of "The Most Beautiful Woman In The World," a 20th Century-Fox release, Dec. 7, at the Memorial Theatre, Boston.

Columbia Sees Income Rising

(*Continued from page* 1)

the company's net profit was $843,000 or 71 cents per share. This compares with $899,000 and 77 cents per share earned in last year's first fiscal quarter.

Schneider said that the profit before income taxes during the 13-week 1956-57 first quarter was $2,003,000 in comparison to $1,763,000. Estimated Federal, State and foreign income taxes totaled $1,160,000 in comparison to $864,000. The earnings per share are based on the 1,095,411 shares outstanding as of Sept. 29, 1956.

A. Schneider

"Our earnings for the current fiscal year are hard to estimate, but I am sure that our billings volume will substantially surpass last year's figures," Schneider stated. "We also have hopes that some of our monies, frozen in foreign countries, will be unfrozen so that we can remit them," he said, telling stockholders that Columbia has over $1,000,000 in frozen funds in Japan alone.

In discussing Columbia gross business, Schneider, aided by Lacy W. Kastner, president of Columbia Pictures International, said the foreign market contributed $39,000,000 to overall business.

The Columbia stockholders reelected the board of directors and all officers. Price Waterhouse & Co. were reelected as company auditors.

The Columbia stockholders, of which 91 per cent were in attendance in person or by proxy, questioned management on a number of matters.

One stockholder questioned the $1,700,000 loss on the incompleted production of "Joseph and His Brethren." Schneider informed him that the star, Rita Hayworth, walked off the set, and following litigation, the film was written off as a tax loss.

Studying Todd-AO Process

Schneider, in reply to another question, said the company's new home office is costing Columbia $3.50 per foot in rental. Cohn, in reply to another query, said Columbia is studying the Todd-AO process with an eye toward using it in the future.

Asked about a spin-off, Cohn said there is a possibility in the future that Columbia may spin-off one of its subsidiaries, such as its real estate organization, Screen Gems, etc. The question arose following a discussion of stock option rights between Schneider and Gerald Rackett, an employee in charge of the general laboratory. The stockholders approved of the new seven-year employment contract of Schneider's calling for issuance of an option for 35,875 shares at $17.76 per share. Also Rackett's stock option grant of 1,000 shares at $19.36 per share was also approved.

Cites Higher Stock-Value

Cohn, in reply to another question concerning the depressed book value for Columbia stock, said the "entire business is depressed and that is the reason for it." Schneider said the stock now is selling for eight times its earnings. In 1952, Columbia stock was selling for 15 times its earnings; 1953, 21 times; 1954, eight times; and 1955, six times.

Petrillo, Walsh Accept Durante Dinner Posts

James C. Petrillo, president of the American Federation of Musicians, and Richard F. Walsh, president of the International Alliance of Theatrical and Stage Employees, will serve as co-chairmen of the Labor Committee for the Entertainment Industry Tribute to Jimmy Durante, it was announced by Harry Brandt, chairman of the coordinating committee.

German Heads Drive

W. J. German of W. J. German, Inc., has been appointed chairman of the Motion Pictures Division of the 1957 National Foundation for Infantile Paralysis campaign, it was announced by Harris A. Dunn, general chairman of the drive.

Mexican-Hungarian Pact Reported in the Making

MEXICO CITY, Nov. 26.—A cinematographic pact between Mexico and Hungary is in the making, according to trade figures here. Congressman Jorge Ferritis, chairman of the National Cinematographic Board, reportedly has been talking with an unnamed representative of the Hungarian film industry.

The local trade understands that if the deal is consummated, it will be patterned after the recent Franco-Mexican co-production program.

'King' to Mayfair

United Artists' "The King and Four Queens," a Western drama starring Clark Gable and Eleanor Parker, will have its premiere performance on Dec. 21 at the Mayfair Theatre here.

. . of Drive-i

Oppose Conn. Drive-In

Erwin Neumann's plans to bu outdoor theatre at Dayville Fou ners, Conn., have hit oppo voiced by voters of neigh towns, who have submitted a tion, citing traffic hazards and arguments. Under Connecticu Police ruling, any persons ob to an outdoor theatre projec voice arguments at a Hartford ing. No hearing has been set on the Neumann Theatre.

⊙

Install 750 In-Car Heater

The Bluemound Drive-in T Milwaukee, owned by Smith M ment Co., has installed 750 R car heaters. There is a ten cen ice charge to patrons.

⊙

New Operation for Schla

Claude Schlanger, who alrea erates a drive-in near Down Pa., is taking over operation o old Hirshberg's drive-in at Beth Pa. He is the son of Ted Sch Philadelphia zone chief for Warner Theatres, and operat drive-ins independently.

⊙

Adds New Concessions

Louis Ratener has contract construction of a new $50,00 cession building for his M Drive-In, near Akron, Ohio. has started and will be compl the end of the month.

NEW YORK THEAT

RADIO CITY MUSIC HA
Rockefeller Center
GARY COOPER
in
"FRIENDLY PERSUASIO
Color by De Luxe
An Allied Artists Picture
and SPECTACULAR STAGE PRESENTA

MOVIELA
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JUdson 6-0367

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THE BIG ROCK'N'ROLL PICTURE OF THE YEAR!

THE TOP CIRCUITS AND THE TOP SHOWMEN GO ROCK, ROCK, ROCK IN DECEMBER

LOEW'S

WARNER'S

PARAMOUNT

RKO

and

FOX West Coast

BOOK IT NOW

THE KING OF ROCK'N'ROLL

ALAN FREED

ROCK,

SEE–FRANKIE LYMON and THE TEEN-AGERS

ROCK,

SEE–*Lovely* LA VERN BAKER

ROCK

SEE–The inimitable CHUCK BERRY

21–New Rock 'N' Roll Hits–21

Already heading for hit parade "Baby, Baby" done by Frankie Lymon and The Teenagers and "Tra La La" done by La Vern Baker

A dca RELEASE

The GREATEST ROCK 'N' ROLL MUSIC PLAYED BY BIGGEST ROCK 'N' ROLL GROUPS THIS SIDE OF HEAVEN!

JIMMY CAVALLO

AND HIS

HOUSE ROCKERS

•

THE THREE CHUCKLES

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CONNIE FRANCIS

•

CIRINO

AND

THE BOWTIES

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THE MOONGLOWS

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THE FLAMINGOS

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JOHNNY BURNETTE TRIO

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WITH

ALAN FREED'S 18 Piece ROCK 'N' ROLL BAND

AND

INTRODUCING

TUESDAY WELD

...CONTACT YOUR LOCAL DCA EXCHANGE FOR FURTHER INFORMATION

TENT TALK

Variety Club News

CHARLOTTE—The Charlotte Variety Club and the Charlotte "News" will sponsor a Christmas sing in the Charlotte Coliseum Dec. 14. Radio, television disc jockeys, choral groups and others will be on the six-hour program. Admission will be free except for 500 box seats to be sold to patrons. The club will also sell song books for the program.

△

OKLAHOMA CITY — A general membership meeting of Variety Club, Tent No. 22, was held at which the following board of directors was elected for the 1957 season: Paul Townsend, Earl Snyder, Ed Thorne, C. B. Akers, Roger Rice, Robert Busch, Olin Nuchols, Harry McKenna, E. R. "Red" Slocum, Claud Motley and J. A. Guiles.

△

WASHINGTON—Variety Club of Washington, Tent. No. 11, wound up its annual charity fund-raising drive with its 21st dinner dance, attended by more than 500 members and guests. Singing star Pat Boone received the club's 8th "personality of the year" award.

△

TORONTO — At a special election meeting of Variety Clubs International, Tent 28, Toronto, 11 new names were added to the executive roster. Those elected were: Herbert Allen, George Altman, Clare Appel, Joe Bermack, Ralph Dale, Chet Friedman, Ernie Rawley, Jack Fitzgibbons, Al Troyer, Dan Krendel and Nat Taylor.

△

MIAMI—Variety Club, Tent 33 of Miami, has elected its governing crew. It includes Jack Bell, Luther Evans, George MacLean, Jesse Weiss, Harry Fleischman, George Hoover, Wallace McCoy, Paul Brunn, Harry Botwick and Abe Allenburg. Held over are George Wintz, William Dock, Maury Ashmann, Sig Eisenberg, and Edward Melniker. The new international delegate is Melniker, and alternate delegates are Hal Kopplin, Abe Schonfeld and Jesse Weiss.

△

NEW ORLEANS — Henry G. Plitt, chairman of the United Cerebral Palsy Association of Greater New Orleans, Inc. has announced that a telethon sponsored by Variety Tent No. 45 will be carried by WJMR-TV originating at the Municipal Auditorium on December 15-16 starting Saturday night at 10 P.M.

An assemblage of movie and stage tv luminaries have accepted the invitation to participate including Anita Ekberg, Bob Hope (unless a promise to visit Alaskan bases prevents his coming here), Vivian Blaine, of Broadway musical and film fame; Forrest Tucker, "Crunch Adams" of television, Fran Warren, recording star and many of New Orleans own showfolks, both stage and tv.

REVIEWS:

Scandal Inc.

Republic

This Republic presentation, written and produced by Milton Mann, has the "expose" magazines as its plot nucleus. Within an amazingly swift —and generally competent—79 minutes, Mann and his associates (Jonathan Daniels and Victor Purcell are listed as executive producers, and Edward Mann is credited with directorial status) have taken their story to the perennially glamorous setting of Hollywood.

Young film star Robert Hutton finds himself the target of a vicious scandal magazine, the lurid story based on an innocent visit to his best friend's fiancee, Claire Kelly. The friend, aghast over the episode, proceeds to give Hutton a thrashing. Hutton's wife, Patricia Wright, and studio fail to support the actor with any show of confidence; Miss Wright walks out, despite an obvious attachment for him; and the studio fails to renew his contract.

Hutton, it seems, is content with the status quo situation. He feels powerless to counter-attack until the suicide of an ex-star, Marjorie Stapp, a once-beautiful woman whose career was ruined by comparable magazine coverage. Hutton tosses caution to the winds and institutes a libel suit against the magazine. This development almost costs him his life as the magazine's writer, Robert Knapp, is found murdered under circumstances seriously implicating Hutton.

Hutton is saved through the defense of his lawyer, Paul Richards. His name cleared in the public eye, Hutton is reinstated by his studio and he and a very contrite Miss Wright are reconciled.

Running time, 79 minutes. General classification. For October release.

A.M.W.

My Father's Horses

Casino Film Exchanges

The German thoroughness that is so evident in many Teutonic products is the most outstanding characteristic of this import. The story, weak in spots, is about three race horses, but the romantic and family life of the central male character is so well told that interest is sustained.

The story starts in Germany during 1902. The fashions and transportation methods of this period are authentic and detailed. The scene shifts to Ireland in 1907 to an estate of a baron who, along with his friends and servants, are engaged in the fight for Irish independence. The countryside scenery in Erin is beautiful and the characterizations are good. The story moves back to Germany during the first World War and the period immediately following the cessation of hostilities.

The cast does a competent job with material that is sometimes weak, and this plus competent direction adds to the general air of authenticity.

Running time, 136 minutes. General classification. For November release.

W. D.

Longview, Wash., Repeals Theatre Admissions Tax

Special to THE DAILY

LONGVIEW, Wash., Nov. 26—The five per cent tax on theatre admissions here has been repealed by the City Council. The move is expected to cost the city $7,000 per year in revenues.

Longview's four theatres, all owned by Sperling Theatres of Seattle, had made repeated requests for tax relief to offset declining attendance.

Allied Board

(*Continued from page* 1)

ing held in the Statler-Hilton Hotel here, are Abram F. Myers, Trueman Rembusch and Wilbur Snaper. The suggestions reached by the joint groups will be considered at the next meeting of the Allied board, which will be held in Cincinnati on Feb. 1 and 2.

The Allied board also went on record as endorsing American Broadcasting-Paramount Theatres' desire to retain a preemptive right to their own pictures. "If Paramount makes a plea," Shor said, "Allied will back them up."

The board also arrived at a decision to make some sort of appeal to film companies to give fair clearance —at least five or ten years after national release—before selling the pictures to television. Shor felt that contract clauses would be most desirable but was uncertain how Allied would go about obaining such a guarantee.

A resolution was passed by the board insuring the support of Allied in any fight to completely eliminate the Federal admissions tax.

Would Cooperate with TOA

Shor also revealed that Allied intends to cooperate with theatre owners of America on all common problems where a common agreement can be reached.

Shor stated that he, personally, was not in favor of merging with TOA. He feels that both organizations benefit by remaining separate and cooperating on common problems.

The board business was still not completed at the end of the two-day sessions. Arbitration and EDC will be discussed at tomorrow's session.

Also for decision on Tuesday is the location of the next convention. Minneapolis, Boston, and Miami are all strong contenders but the general feeling seemed to be that Minneapolis would edge out competition.

Rename George Skouras

(*Continued from page* 1)

involved in the merger plans, which, if materialized, would create a single operation totalling close to 400 theatres.

"A committee is engaged with research into the details," a spokesman for the stockholders announced after today's meeting. Skouras mentioned no date for future announcements about the merger plans, he said.

PEOPLE

Henry Berring, an executive of Weston Electric Instrument Cor Newark, has been appointed d director of the scientific, motio ture and photographic products sion of the Commerce Depart Business and Defense Services a istration. He will be on leave his firm for approximately months to serve as aide to di director, **Nathan D. Golden.**

□

John Billia has taken over a opened the Orvis Theatre in Ma N. Y. **Joseph C. Agresta** last op the house. Billia, who own Palace in Fort Govington, has it to **Ken Therrien,** for someti projectionist. CinemaScope has installed in the Orvis.

□

M. R. McLain, who has ser city manager for Fox Midwest tres, Inc., in Joplin, Mo., for th 13 years, is being transferr Sedalia, where he will assume duties as city manager of the operations late this month.

□

Alejandro Undurraga has named RKO Radio manage Chile, it has been announce **Walter Branson,** RKO vice-pre in charge of world-wide distrib Undurraga replaces **Ludevico** resigned. A native Chilean veteran of the industry, Und was previously Universal's m in Peru for 11 years.

□

R. Lynn Galloway has been assistant comptroller of Eastma dak Company by the Kodak of directors. He has served as g credit manager of the company for the present, he will retai responsibility.

□

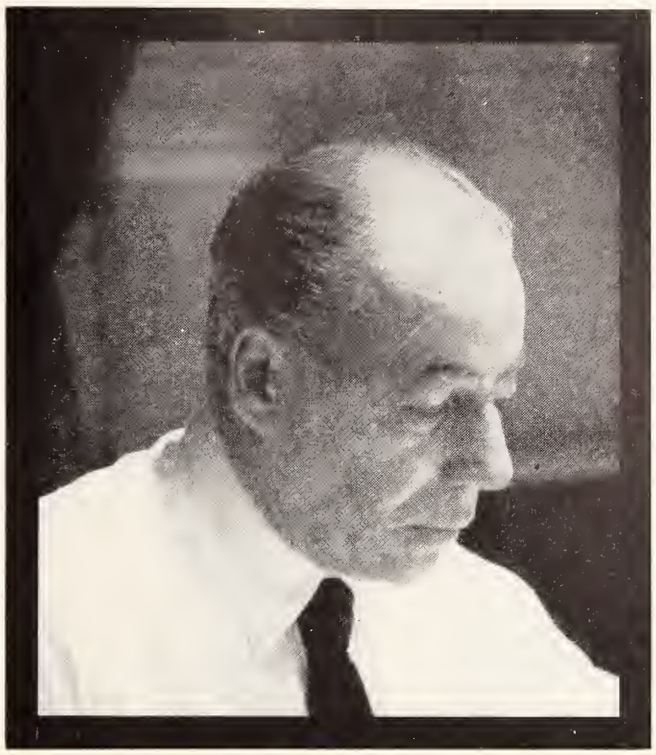
Billy Lowell, who has been urer for the Music Hall Theatr troit, since the Cinerama op began, has resigned to functio similar capacity with the Tigers. He has been replace **Adeline Messerschmidt,** wh been his assistant since the fi nerama production.

□

John Joseph, who has been tor of public relations for Hotels Corp., has been nam assistant vice-president of the pany. He was formerly with U sal and M-G-M.

Correction

George S. Mack, who will Miss Olga List next Feb. 2, w roneously identified in MOTION TURE DAILY yesterday as the Irving Mack of Filmack, Ch whereas the father is Irving head of a New York children's ing house.



1904-1956

LARRY

His many friends everywhere will understand the great
of Larry Golob to his associates at Warner Bros.

Television Today

Passing in Review

BERNARD SHAW, at least one of whose works has been set to music with rather profitable results, was just about the only television author of any standing last week whose production was left unscored. The effect was extremely satisfactory. As produced and directed by George Schaefer for NBC-TV's Hall of Fame Sunday, "Man and Superman" would have been a highlight of any tv season, but, coming as it did, in a context of drama either lugubriously inarticulate or inappropriately set to music, the show was the masterpiece of several seasons. Maurice Evans led the evening in that wonderfully high and hollow theatrical style which brings Shaw comedy so vitally alive. Giving fine support were Joan Greenwood, who has never been seen to better advantage on U.S. television; Malcolm Keen, Edith King, Douglas Watson and Walter Greaza, among others.

Tom Sawyer Grows Up

On the other hand, another classic —and an American one at that—was treated as if it were something basically subversive which had to be disguised for televiewer consumption. For its production of Mark Twain's "Tom Sawyer" last Wednesday night, CBS-TV's U.S. Steel Hour assigned Frank Luther, a composer who has a formidable name in the child music field, to write the words, music and book. Exactly what Mr. Luther had in mind still is a matter of conjecture. After aging Tom, Huck, Becky and the other kids to make them sophisticated teenagers, and then suggesting that Tom's affair with Becky was only slightly less serious than Romeo's with Juliet, Mr. Luther turned his musical into an opera, with the styles ranging from Gian Carlo-Menotti to Bill Haley and the Comets. The performers—John Sharpe, Jimmy Boyd and Bennye Gatteys—were all talented folk, but they'd been led astray by a mind more devious than Injun Joe's.

Eloise a Hoyden

Not yet a classic, but perhaps a potential one, is Kay Thompson's sophisticated tale of the little girl who lives at the Plaza. As dramatized on CBS-TV's Playhouse 90 Thursday night, "Eloise" suddenly became a disjointed series of vignettes, at the center of which was a macabre child who was fun to read about but who was hell to have around the house, even just on the tv screen. Besides appearing in the show, Miss Thompson also contributed several derivative musical numbers, including something called "Three A.M. in the Persian Room," a lazy, attractive number which would be fine in a Fred Astaire show.

Viewer Had Wide Choice

The rest of the television week depended pretty much on what the viewer himself brought to the screen. NBC-TV's coverage of the Macy Thanksgiving Day parade was visually fun, though Ernie Kovacs' narration was very sketchy. The same network's "High Button Shoes" Saturday night demanded a large amount of affability. Nanette Fabray was delightful, as so was the famous bathhouse ballet, but Hal March, Joey Faye and the general staging comprised a constant challenge to one's good humor. For people who stayed up all night, Jim Macandrew and the rest of CBS-TV's Camera Three crew Sunday morning presented an extremely interesting adaptation of a segment of "Under Western Eyes," by Joseph Conrad. Such polemics require at least two cups of coffee before viewing, however. —V.C.

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IMMEDIATE SERVICE! NO CONTRACTS NO RETURNS
Use as Prevues, Advance or Cross Plugs!
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Writers Guild, West, To Meet on Contracts

LOS ANGELES, Nov. 26—A special membership meeting of the Television-Radio Writers branch of the Writers Guild of America, west, has been called at the Beverly Hilton Dec. 13 to approve proposed staff contracts for live television and radio so that the Guild's negotiating committee can go ahead with final signing of free-lance contracts with the networks.

Writers Guild of America, East, has had agreements dealing with the staff in effect for some time now, and if the western writers follow suit all contracts now pending covering the entire live and film television field can be concluded.

Olympic Signs Du Fine

Olympic Radio & Television, an affiliate of Unitronics Corp., has announced the appointment of Du Fine & Company, Inc., as its new advertising agency, effective Jan. 1. Morton M. Schwartz, vice-president in charge of sales for Olympic, has announced that Irving H. Du Fine, agency president, will serve as account executive.

Who's Where

Morris Wattenberg has been appointed advertising and promotion manager of WABC, WABC-TV, effective immediately. Formerly ad-promotion manager for WTAM-WNBK, Cleveland, and WRCV, AM-TV, Philadelphia, **Mr. Wattenberg** held a similar post with WCPO-TV, Cincinnati.

□

John H. Riedel has been named manager, studio technical operations of WRCA-TV, it has been announced by **William N. Davidson**, general manager of WRCA, WRCA-FM, and WRCA-TV. Associated with NBC for 14 years, he has been with local WRCA-TV operations since 1952 and has been technical operations supervisor since 1954.

□

The National Electronic Distributors Association has presented a bronze plaque to **Brig. Gen. David Sarnoff**, chairman of the board of the Radio Corporation of America, to commemorate his Fiftieth Anniversary in radio, television and electronics and to express appreciation for his contributions to the industry.

□

The promotion of **Jerry Liddiard** to Eastern Division sales manager of Guild Films has been announced by **John Cole**, vice-president in charge of sales. Liddiard will supervise syndicated sales activities of Guild Films' offices in Boston, New York, Philadelphia and Atlanta.

□

Gordon Ewing, director of RIAS, radio station operated in Berlin by the U. S. Information Agency, has been named deputy director of Voice of America. At the same time, **Laurence B. Dalcher**, U. S. I. A. officer in Austria, was named to succeed Ewing as director of RIAS.

□

Raoul Kent has been named a vice-president of MCA-TV Film Syndication, operating out of the Chicago office, it is announced by **Wynn Nathan**, vice-president in charge of sales for the division.

Sullivan to Receive Audience Board Award

The National Audience Board has announced that Ed Sullivan will receive its highest award for 1956. The NAB is a non-profit, non-political organization comprised of leaders of 36 civic and cultural groups.

The award pays tribute to Sullivan's "successful synthesis of entertainment and public service" in his show on CBS Sunday nights.

Plan Stro Exploitati

The full force of Paramou vertising, publicity and expl know-how will be utilized i "to enha strong fice pote the pictu will be in the months," cording Pickman tor of ing and licity fo mount.

Jerry Pickman

"Eq with market and studies relating to public to promotional matter, we w up our 1957 product on both tional and local levels with ca designed to achieve maximu dance," Pickman said.

"The remarkable success Pa has had in sending its stars, ers and directors into the field the-spot promotional activity the view that this kind of wo sential to the achievement of t of business good pictures

Streamlining Achieved

"Paramount's advertising, and exploitation machinery oughly streamlined to allow fo flexibility, so that the full w our selling force can be dire ward any picture or situation is deemed advisable," Pickm cluded.

Ontario Theatre G Scores Toll Televis

TORONTO, Nov. 26—Exce toll tv in Canada has been t the Motion Picture Theatre of Ontario in a letter to R. M ler, chairman of the Royal C sion on Broadcasting. The ass of which Famous Players C Corp. is a member, followed set earlier by the Theatre Assn. of Quebec. Famous which has the Telemeter fr supported toll tv before th Commission.

Among the points of e listed: toll tv will provide li portunity for Canadian talent concentrate feature exhibitio few hands; it will eliminate to minority audiences; becaus tv's failure to make headway United States, Canada will ground of demonstration for lar potential; it will "dest relationship between talent dience" by eliminating studio There is a lack of demand tv, cites the sixth objectio lastly, toll tv would eventu cept advertising and thus af CBC and other non-fee op adversely.

ıramount Sees Big '57 ith 20 Releases Slated

mount's 1957 releases are expected to total 19 or 20, which is approxi- the same number as in each of the past few years.
amount looks forward to 1957," according to George Weltner, president

EY HEPBURN looks archly at Fred Astaire in this scene from the l "Funny Face."

mount Film Distributing Corp. orldwide sales head, "confident e company's contribution to the h and prosperity of the motion industry during the twelve will be substantial and endur-

ner said that the attractions ount "has 'in the can' and in the tages of production, together roperties that are in various of production, represent one richest, if not *the* richest array ures we have been privileged er to the exhibitors of the States and the world."

gements of Cecil B. DeMille's tion of "The Ten Command- are expected to have opened in U. S. and Canadian cities 1957.

rapidly developing 1957 Para- release lineup will consist en- of pictures filmed in VistaVi- as was the case this year. s, musicals, comedies, adven- mance, mystery thrillers, biog- all will be included in the ros- preponderance of Paramount s will be in color by Techni-

'Hollywood' in January

ary will mark the release of the Dean Martin-Jerry Lewis com- Hal Wallis' "Hollywood or in Technicolor, and an historic n drama, "Three Violent Peo- also in Technicolor, starring n Heston, Anne Baxter, Gilbert and Tom Tryon.

uary will bring release of the second Hal Wallis production, Rainmaker," starring Burt Lan- and Katharine Hepburn. This e followed in March by "Fear Strikes Out," starring newcomer Anthony Perkins, Karl Malden and Norma Moore, another performer for whom a bright Hollywood future is predicted.

Subsequent months' releases will include the following, although not necessarily in the order named: Frank Freeman, Jr.'s "Omar Khayyam," in Technicolor, starring Cornel Wilde, Michael Rennie, Debra Paget, John Derek and Raymond Massey; Hal Wallis' "Gunfight at the O.K. Corral" teaming Burt Lancaster and Kirk Douglas, which also is in Technicolor; "Funny Face," a Technicolor musical top-billing Audrey Hepburn and Fred Astaire.

Also, Jack Palance and Anthony Perkins in "The Lonely Man"; Melville Shavelson-Jack Rose's film biography of New York Mayor Jimmy Walker in Technicolor, "Beau James," with Bob Hope in the title role; Bruce Odlum's "Flamenca," shot for the most part in Spain in Technicolor and starring Richard Kiley and the famous Spanish actress, Carmen Sevilla; "The Buster Keaton Story,"

Technicolor film biography of the famous silent screen comedian, starring Donald O'Connor in the title role, and Ann Blyth and Rhonda Fleming, and "The Delicate Delinquent," Jerry Lewis' first solo vehicle, co-starring Darren McGaven and Martha Hyer.

The foregoing pictures are finished or in final stages of production. The following are being filmed or soon will go before the cameras:

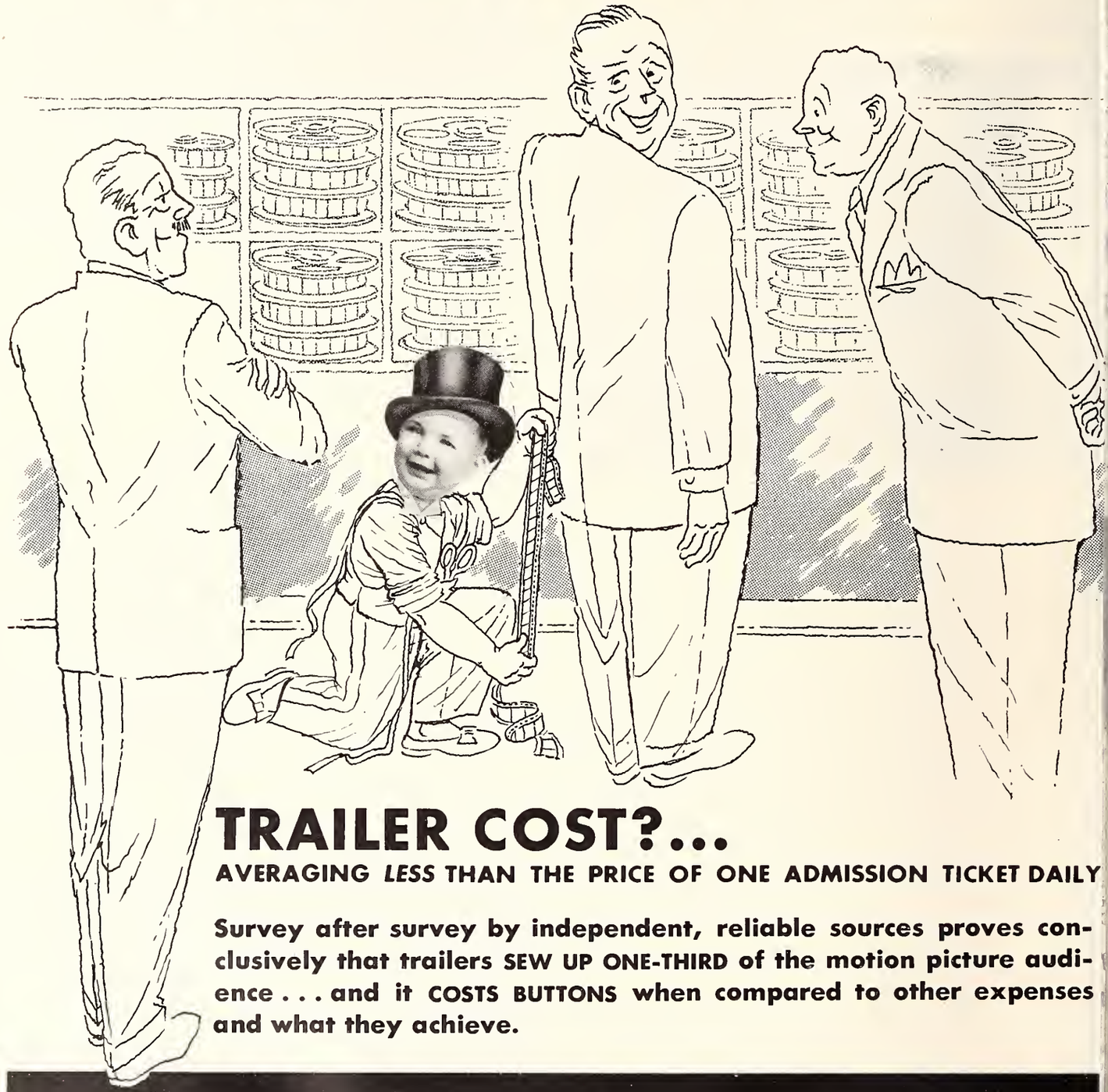
William Perlberg-George Seaton's "The Tin Star," top-billing Henry Fonda and Anthony Perkins; Samuel Briskin's "The Joker Is Wild," starring Frank Sinatra, Mitzi Gaynor and Jeanne Crain and co-starring Eddie Albert—in Technicolor; Alfred Hitchcock's James Stewart starrer, "From Amongst the Dead," in Technicolor; Clark Gable and Doris Day in Perlberg-Seaton's "Teacher's Pet"; Don Hartman's production of Eugene O'Neill's "Desire Under the Elms"; Hartman's "The Matchmaker," starring Shirley Booth, Anthony Perkins and Shirley MacLaine; Yul Brynner in the musical version of "The Buccaneer," in Technicolor, and produced under the supervision of Cecil B. DeMille.

CHARLTON HESTON as Moses, lifts the tablet of stone containing "The Ten Commandments" in this scene from the Cecil B. DeMille production. Visible at left are John Derek, Debra Paget and Yvonne DeCarlo.

KIRK DOUGLAS and Burt Lancaster are teamed in Hal Wallis' "Gunfight at the O. K. Corral" shown above.

ABOVE: Burt Lancaster is on his knees before Katharine Hepburn in Hal Wallis' "The Rainmaker," while AT LEFT Dean Martin and Jerry Lewis are having their troubles in a scene from Wallis' "Hollywood or Bust."

TRAILER MADE...
EVERY THIRD CUSTOMER!



TRAILER COST?...
AVERAGING *LESS* THAN THE PRICE OF ONE ADMISSION TICKET DAILY

Survey after survey by independent, reliable sources proves conclusively that trailers SEW UP ONE-THIRD of the motion picture audience . . . and it COSTS BUTTONS when compared to other expenses and what they achieve.

WOMAN'S HOME COMPANION
Survey showed 31 per cent went to the movies because of TRAILERS!

SINDLINGER
Survey showed 34.2 per cent went to the movies because of TRAILERS!

NATIONAL THEATRES CIRCUIT IN 21 STATES
Survey showed 43 per cent went to the movies because of TRAILERS!

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

Trailers — Showmen's Socko Salesmen!

Concise and to the Point

MOTION PICTURE DAILY

All the News That Is News

80, NO. 102 NEW YORK, U.S.A., WEDNESDAY, NOVEMBER 28, 1956 TEN CENTS

's Week'

)A Sets Up eetings with rms' Heads

ings Tells Carolina up of Conference Plan

Special to THE DAILY

ARLOTTE, N. C., Nov. 27.—ives of Theatre Owners of a will meet "with the heads of the national producing and distributing companies" in New York later this week to seek "a reconciliation of the differences that exist between the various segments of this business," Ernest Stellings, TOA president, iced in a speech delivered here before the annual convention eatre Owners of North and Carolina.

st Stellings

ings, in declaring that "a divided against itself cannot said he will conduct the con-

(*Continued on page 2*)

ard McNally Heads olinian Exhibitors

Special to THE DAILY

ARLOTTE, Nov. 27—Howard ly, of Fayetteville, N. C., today ected to succeed Jack D. Fuller, lumbia, S. C., as president of e Owners of North and South na at their convention here. ert Bryant, of Rockhill, S. C. named first vice-president and

(*Continued on page 2*)

elevision Today

e 4

'No Merger Now'—Shor

Special to THE DAILY

DALLAS, Nov. 27—Allied States Association at this time will not consider a merger with Theatre Owners of America but will continue cooperative activities with that exhibitor group, the Allied board of directors decided during a two and a half day meeting preceding the opening of the organization's convention here today.

The board also authorized Allied president Rube Shor to appoint a committee to review the arbitration situation, study previous drafts of arbitration plans and make any suggestions for future action; left to Shor the decision on a 1957 conven-

(*Continued on page 4*)

Variety Club of N.Y. Annual Meeting Today

The annual membership and election meeting of the Variety Club Tent No. 35 will be held this afternoon at Toots Shor's Restaurant, commencing with luncheon for members who have tickets at 12:30 P.M.

Nominations for club offices have been announced by chief barker Harold J. Klein as follows: chief barker, Klein; first assistant, Richard Brandt; second assistant, Larry Morris; property master, William Bower, and dough guy, Jack H. Hoffberg.

Allied's Convention Keynote

Sees Small Theatres Surviving Reverses

Kalver Blasts Sale of Film Backlogs To Television; 'Fight Back,' He Urges

By MARTIN QUIGLEY, JR.

DALLAS, Nov. 27.—A prediction that independent exhibitors will survive their current business trials, coupled with an admonition to "fight back" when the competition is roughest to re-win lost patronage, featured the keynote address of Roy L. Kalver of Decatur, Ind., to the annual convention of Allied States Association at the Statler Hilton Hotel here today. An estimated 500 exhibitor delegates and convention visitors heard the address at the opening session of the three-day convention which will close Thursday night with a tribute to H. A. Cole, local independent exhibitor, who was one of the founders of Allied some 26 years ago.

"Many feel that we are experienc-

(*Continued on page 5*)

Stellings Sets Confabs With Branson, Skouras

Ernest Stellings, president of Theatre Owners of America, will meet with Walter Branson, vice-president of RKO Radio Pictures, on Thursday, and Spyros P. Skouras, president of 20th Century-Fox, sometime on Friday, it was learned here yesterday.

The TOA head, who plans to attend the annual dinner of the Motion Picture Pioneers on Friday, will attempt to meet with other company executives on industry matters during his New York stay. While no other appointments have been set, thus far, Charles Reagan, vice-president of Loew's, Inc., said that even though no date is set, "I'll talk to him."

Ad-Pub Group Meeting Today on 6-Point Plan

The Advertising and Publicity Directors Committee of the Motion Picture Association of America will meet here today to discuss all phases of its six-point program to boost the boxoffice, according to an MPAA official.

The committee will hear a report

(*Continued on page 2*)

Legion Condemns 'Baby Doll,' Cites Code 'Violation'; WB Defends Film

The National Legion of Decency announced yesterday that it has placed the Elia Kazan-Tennessee Williams film, "Baby Doll," in its "C" classification (Condemned) and at the same time attacked the picture as a violation of the Production Code. The film is being released through Warner Brothers.

In its statement, the Legion said: "The subject matter of this film is morally repellent both in theme and treatment. It dwells almost without variation or relief upon carnal suggestiveness in action, dialogue and costuming. Its unmitigated emphasis on lust and the various scenes of cruelty are degrading and corruptive. As such it is grievously offensive to

(*Continued on page 4*)

Warner Bros. Pictures, Inc., distributors of "Baby Doll," and Elia Kazan, its producer-director, yesterday issued statements in defense of the film which has been placed in a "Condemned" classification by the Legion of Decency.

The Warner statement said: "Our agreement with Newton Productions called for the delivery to us of the motion picture "Baby Doll," produced and directed by Elia Kazan, from an original screenplay by Tennessee Williams, respected and experienced craftsman whose artistic talents and integrity are well known.

"'Baby Doll' has been given the customary Code Seal of Approval by the Motion Picture Association. It

(*Continued on page 4*)

May Settle Schary's M-G-M Contract Today

Discussions to determine Dore Schary's future relations with M-G-M may be concluded here today prior to the scheduled departure for the Coast of Joseph R. Vogel, Loew's president. Trade reports yesterday were that Schary has been offered a contract settlement which would terminate all relations between the company and himself. The contract has another year to run.

Vogel will go to the studio presumably to reorganize the administrative end. Schary plans to remain in New York for another week before returning to the Coast.

PERSONAL MENTION

HERBERT YATES, president of Republic Pictures, has arrived in New York from the Coast.

•

JERRY PICKMAN, Paramount advertising-publicity vice-president, and SID BLUMENSTOCK, advertising manager, will return to New York today from, respectively, Buffalo and Baltimore.

•

W. STEWART MCDONALD, Stanley Warner Corp. vice-president and treasurer, is in Minneapolis today from New York to attend funeral services for his mother, MRS. W. J MCDONALD.

•

AL BATES, 20th Century-Fox film editor, left here yesterday for London via B.O.A.C.

•

HERB STEINBERG, Paramount national exploitation manager, will return to New York today from Cincinnati.

•

SIDNEY DENEAU, Paramount Western sales manager, will leave Kansas City today for Indianapolis.

Ad-Publicity Group

(*Continued from page* 1)

on meetings with officials of the Council of Motion Picture Organizations on launching the "Oscar Sweepstakes" and hear status reports on all phases of the business building program by sub-committee chairmen.

Gehring Urges Single Exhibitor Organization

Special to THE DAILY

CHARLOTTE, Nov. 27.—A plea for all exhibitors to unite under one banner delivered to Theatre Owners of North and South Carolina today at their convention here by William C. Gehring, vice-president of 20th Century-Fox.

"We haven't time for disagreement in this industry," Gehring told the exhibitors who packed a meeting room, "I advocate one organization, not a TOA, an Allied or Metropolitan but one big exhibitor group."

'Valerie' Starts Dec. 10

HOLLYWOOD, Nov. 27—Hal R. Makelim today announced his second production, "Valerie," starring Anita Ekberg, Sterling Hayden and Anthony Steele, will go into production Dec. 10.

TOA, Firms' Heads to Meet

(*Continued from page* 1)

ferences on behalf of TOA with the company heads. He said these meetings will launch the TOA program for the year and are considered "the most important" of the overall plan, which includes eight other items.

"The improvement of relationships existing between exhibition and other branches of this industry is most important. It is my confirmed belief that no industry or any major portion of an industry can progress very far unless that industry works together as a whole," Stellings told the convention.

Lauds Skouras

The TOA president said that he has been immeasurably encouraged by the attitude expressed on the part of distribution—an attitude indicating a desire to cooperate with exhibition so that the industry may "progress, prosper, and continue." Stellings said that Spyros P. Skouras, president of 20th Century-Fox, is one industry leader who has "indicated to me every desire to cooperate with exhibition in every way," and he added:

"Possibly through no fault of any one branch of this business, our industry has broken apart into three groups which were evidently more concerned with their own activities than those of the industry as a whole.

"If exhibition is to be profitable, then exhibition must work with production and distribution."

Stellings then said another important part of the TOA program for the years is an effort to increase box office returns through promotion, citing the TOA Business Builders plan which has been turned over to the Council of Motion Picture Organizations, and the Motion Picture Association of America's business building plan.

Sees No Definite Program Yet

"Neither plan has developed to the point where there is a definite program. Meetings on this project are being held today in New York. It is my hope—in fact, my belief—that out of these two proposals will come one advertising, publicity and promotional campaign, which during 1957, should materially help in returning to the theatre box office of this country, many patrons who have stayed away," Stellings said.

The exhibition leader once again urged the industry to formulate an arbitration and conciliatory program, "which will permit a fair solution to many individual problems at the lowest possible cost and at the same time should eliminate many court cases which today are costing this industry unnecessary and untold thousands of dollars."

Stellings added that TOA also plans the institution of a public relations program to create better relations with the public; to continue its efforts to cause the production of more good pictures and to encourage independent producers to increase the flow of product "which will help materially to eliminate the present product shortage and give us more playable product"; to continue to push its efforts to secure a more orderly able product."

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Bob Hope Coming Here For Pioneers' Dinner

Bob Hope will make a special i in from the Coast to serve as t master during festivities at the annual dinner of the Motion Pi Pioneers this Friday, Sol A. Schw general chairman of the Dinner nounced yesterday.

Hope is a long-time friend of ert J. O'Donnell, selected "Pi of the Year" for 1956. Dinner wi held at the Waldorf-Astoria Hot

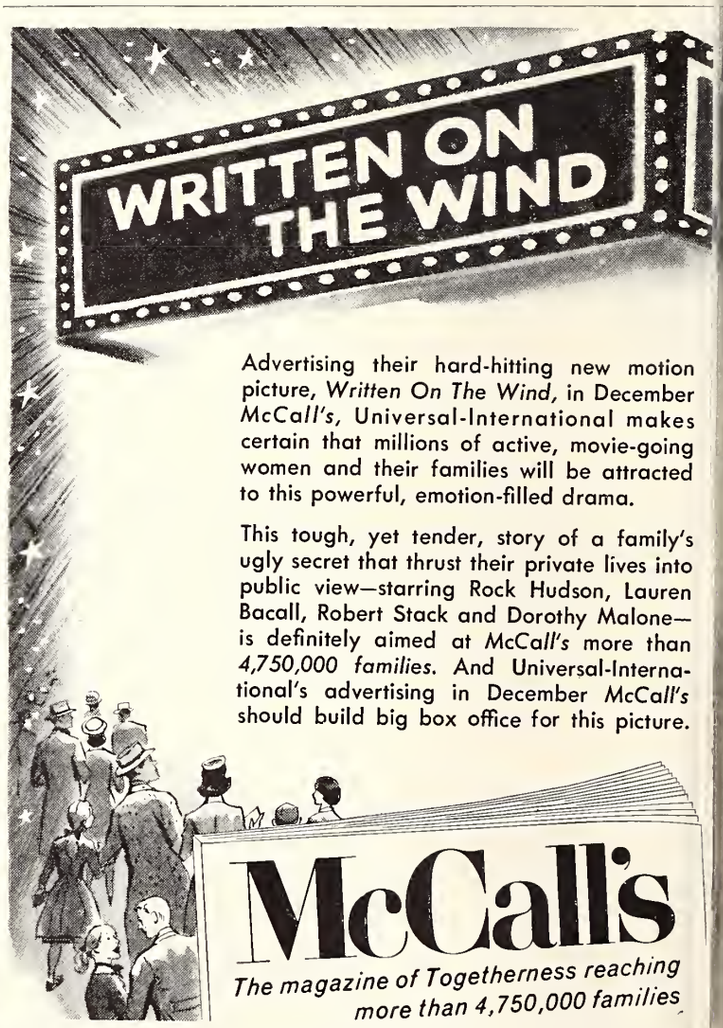
Name Office

(*Continued from page* 1)

Harold Armistead of Easley, S second vice-president.

New directors are R. E Angl L. Baker, H. E. Buchanan, I Beddingfield, George Carpenter, Harvey, W. H. Hendrix, R. A. well, Sam L. Irvin, Wade McM Haywood Morgan, Hugh Smart, Helms, Ernest Stellings and J Whitley.

The board re-elected Mrs. L Price executive secretary.



MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. W Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope William nup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays days and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture I Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a p Motion Picture Daily. Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

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Television Today

See 'Independent Producer' Extending to TV Market

By CHARLES S. AARONSON

The concept that television may yet have the "independent producer" practice which is currently an integral part of theatrical motion pictures was put forward yesterday by Joel Spector, producer and packager of the uniquely promising "The Stingiest Man in Town." The show, which is a musical version of Charles Dickens' immortal "A Christmas Carol," will be telecast over the NBC network from 9 to 10:30 P.M., EST, Sunday evening, Dec. 23, and will be sponsored by Alcoa. It will occupy the regular one-hour Alcoa time and preempt the half-hour Loretta Young show which normally follows.

Signed for Four Years

The novel thematic idea and execution are the work of Janice Torre, who did the book and lyrics, and Fred Spielman, the composer. Mr. Spector, across an Astor luncheon table yesterday, outlined his belief that there is an important field for the "independent," who will devise and carry to conclusion his concept outside the orbit of the network. In the instance of "The Stingiest Man," on which the principals worked for a year and a half, the show as such was sold, after completion, to Alcoa officials, who were sufficeintly impressed to take options for four subsequent live showings at Christmas time for the next four years.

If the show in December is considered successful, consideration will be given to implementing optional contractual arrangements for a Broadway stage play, next spring, and a theatrical motion picture, both backed in whole or in part by Alcoa. Of interest and a degree of amusement is the fact that the record album for the show is a Columbia Records publication, of a show to go out over NBC. Theatrical Enterprises, Inc., is Mr. Spector's administrative factor.

Cast Is Impressive

The strong cast of "Stingiest" includes Basil Rathbone, Patrice Munsel, Vic Damone, Johnny Desmond, Robert Weede, Martyn Green, and the Four Lads. Dan Petrie directed the production.

It is in the interests of television and all entertainment that new approaches be launched to advance the art-industries. Mr. Spector's conception, in format and in administrative operation, will bear watching.

B & K Station Moving

CHICAGO, Nov. 27.—Three top floors of the State Lake Building are being renovated for B & K's TV station, WBKB. When the move is made by WBKB in the spring, the building will be renamed the ABC building.

CBS-TV Spot Sales Top 1955 By 21 Per Cent

Total billings of CBS-TV spot sales are 21 per cent higher in 1956 than in 1955, according to John A. Schneider, general manager of spot sales, in his opening remarks at the third annual general managers' meeting yesterday at the Savoy Plaza here. The increase is much higher than the 12 to 15 per cent predicted at the previous year's meeting, Schneider reported.

Television is primarily responsible for the growth in variety of items available to consumers, Schneider declared, by creating a demand for new developments over the past six years. He foresaw a continuing growth for television spot advertising in 1957, but felt that the percentage would be less than the 1956 figure.

KTVW-TV Takes RKO Feature Film Package

SEATTLE, Nov. 27.—A 740-feature film package has been acquired from RKO Radio Pictures for $900,000 by KTVW-TV for television showing, it was announced by William Veneman, general manager of the station.

The RKO package, title "Movietime, USA," includes most of the Fred Astaire-Ginger Rogers musicals as well as several films produced after the 1948 cut-off date.

Olympics to WPIX

Richard Carlton, vice-president of Trans-Lux Television, has announced the exclusive sale for the official Olympic games telecast to WPIX. The station will carry six half-hour film programs covering in entirety the Olympic games from Melbourne, Australia, with a commentary by Tom Harmon and on-the-spot interviews by Bob Mathias.

Melnick Named at ABC

Daniel Melnick has been named manager of program development for the ABC-TV Network, it was announced yesterday by Robert F. Lewine, vice-president in charge of programming and talent for the network. Melnick's initial assignment will be to assist in the development of contemplated "live" daytime network programming, Lewine said.

'No Merger'

(*Continued from page* 1)

tion site; and approved a resolution recently passed by the Independent Theatre Owners of Ohio convention calling for more family pictures.

The board of directors' position on a merger with TOA, on which there has been considerable speculation recently, was clarified in a statement issued by Shor after the board met Sunday, yesterday and this morning.

Complete Merger Seen Unlikely

Unofficial convention opinion is that an outright merger is not likely because each organization apparently feels the danger of losing its identity. In addition to the difficult problem of selecting a president and setting the policies of a combined organization, there is worry on Allied's part that some of its trade practice complaints might be submerged.

Present economic conditions in the industry, however, make continued and enhanced cooperation between the two almost inevitable.

It is considered possible that if a working cooperative arrangement can be made in the future, a full-time executive would be engaged to be a spokesman for all American exhibition.

Undecided Regarding Committee

On the appointment of an arbitration committee, Shor said that because of his definite retirement as Allied president on February 1, he was uncertain whether he would appoint the committee now or leave it to his successor.

The decision on the 1957 convention site will be made after Shor confers with TESMA officials in New York.

The report of the Emergency Defense Committee was delayed to await the recommendations of the film clinics which will be held Wednesday and Thursday.

In a report on equipment standardization filed by Hugh McLachlan, chairman of the committee, it was said that exhibitors may proceed with modernization or the purchase of new equipment now without too much fear that new developments will make their use impossible.

Dallas Mayor Represented

The convention opened today with an official luncheon. Julius Gordon, Rube Shor and Ray Miller of the Mercantile Bank, representing the Mayor of Dallas welcomed delegates at the first business session at which Roy Kalver made the keynote speech.

Following the keynote address in an open forum discussion Milton London, Michigan Allied, recommended better public relations and better relations between distributors and exhibitors. Elmer Huhnke, Iowa-Nebraska, discussed the problems for exhibitors created by consolidation of film exchanges and warned against increased costs.

Col. H. A. Cole drew attention to the serious "film transportation problem," asserting that costs would double for the average exhibitor if railroad express instead of truckers were us M. K. McDaniel, La Marque, Te wanted to know why distributors not have representatives present. S said they were welcome if t wished to come.

William Carroll, Indiana, asked hibitors not to book prints so cl as to require use of bus delivery stead of the less expensive truck

TEDA Plans Convention With TESMA Next Year

DALLAS, Nov. 27—The The Equipment Dealers Association, wh will not participate in the Novem 1957 industry trade show in Mia will hold a concurrent conven elsewhere sometime in Septem 1957, with the Theatre Equipm and Supply Manufacturers Asso tion. The city and exact dates are determined as yet, according to Colvin, executive director of TE

Legion Hits

(*Continued from page* 1)

Christian and traditional standard morality and decency."

The Legion also said: "Altho this film is an obvious violation of spirit and purposes of the Motion ture Code, it, nevertheless, bears Seal of Approval of the Code Aut ity. The subject matter of the indicates an open disregard of Code by its administrators."

Warners' Reply

(*Continued from page* 1)

has been shown at special preview leading creative talent of theatre screen, to exhibitors and to repre tative members of the press and v ous organizations eliciting hig favorable reaction.

"These advance comments accl 'Baby Doll' as a motion picture wh in story, direction and acting prov superior adult entertainment We pect that the public will concur these authoritative opinions."

The Kazan statement said "I m 'Baby Doll' as I saw it. I did best I could to get on film wha felt in the South. Not the way th should be. Not the way they will s day be. But the way they appea to me there and then. I wasn't ing to be moral or immoral, truthful. I did the best I could, I like the film as is. I have no int tion of being pressured. I cut own films with the help of a good editor of my own choosing. As the judgment of the Legion of cency, I think in our country all p ple finally will and should judge themselves."

Taylor Mills, public information rector for the Motion Picture Asso tion in New York, issued the foll ing statement on the Legion's nouncement: "The Production C Administration obviously feels 'Baby Doll' meets the requirem of the Code or it would not have sued a seal to the picture."

Future of Independent Exhibitor Seen Secure

Men in the News at Allied Convention

Julius Gordon

T. T. Rembusch

Wilbur Snaper

Abram Myers

Kalver Urges Adaptation to Changing Era

(*Continued from page* 1)

(our competition's) maximum on-ght," Kalver told the convention, l while unfortunately there will casualties, through reappraisal readjustment of our business and thinking to meet changing condi-s, most of us will survive.

However," he continued, "we are going to remain upright very long ss we start fighting back. We e to start telling people how much e enjoyable it is to enjoy fine new ures in the theatre than to see the of-mine television entertainment he home. It is here that the mo-picture business has fallen down lv. In the effort thus far we have little or no support from the film panies. Now they are displaying rest in promoting theatre atten-e, as witness the proposal for an ar Derby, and that is good news ed."

Cites 'Changing Conditions'

alver reminded the exhibitors, ever, that "it is inevitable that nging conditions must bring nges to our mode and philosophy theatre) operation. The public y demands the best of everything we cannot lag behind modern handising by presenting our es in unattractive and obsolete oundings—our housekeeping must immaculate; our sound and pro-jection impeccable; our service effi-cient and courteous."

Kalver suggested that many long-established exhibition practices may have to be changed—length of runs, number of weekly changes, types of programs, admission prices—"there must be an intelligent reappraisal of all these to keep flexible and up-to-date," he said. He predicted that the drive-in will "loom larger in the entertainment picture" of the future.

Wants 'Sanity' in Selling

The address called for a "return to sanity" in film selling, and charged that some selling methods are "illegal and immoral" because terms that cannot be fulfilled are entered into knowingly. The "most reasonable solution," Kalver said, "will be the return of autonomy to branch managers, so they will be cloaked with authority to make deals based on their customers' ability to pay."

The Allied official quoted from MOTION PICTURE DAILY's Nov. 5 interview with Al Lichtman, in which the former 20th Century-Fox distribution head termed present distribution methods "archaic" and in need of "radical revision."

Points to Senate Meetings

Discussing exhibitor efforts to get outside aid in their differences with distributors, Kalver referred to last summer's hearings before the Senate Small Business Subcommittee, saying he thought them "extremely effective in bringing to the attention of our senators the seriousness of our manifold problems." Kalver added that "the evidence presented by Allied leaders to this Senate Committee, in the opinion of many, was one of the most potent motivating factors in the recent tax relief granted by Congress." He termed the manner in which the subcommittee's report dealt with certain trade practices was "disappointing."

The speaker reviewed Allied efforts to follow up on the subcommittee's suggestion that exhibition and distribution get together and try to settle their differences, saying that Allied president Rube Shor's attempts to arrange meetings with company heads were "brushed off."

"Nothing has come of the Committee's recommendations," he said, "except shameful reprisals heaped upon the exhibitors who dared appear as witnesses."

Kalver's address referred to Allied's willingness to discuss its objections to being a COMPO member with a COMPO committee in Washington, Dec. 10. It also cited Allied efforts made through its own representative Hugh McLachlan "to attempt to induce the producers to arrive at some pattern of standardization of projection techniques." In this connection Kalver made the claim that organized exhibitor protests caused 20th-Fox to abandon its anounced plan to end standard trailer production for its CinemaScope releases.

Decries Sales to TV

He termed recent sales of film backlogs to television "the most unkind cut of all," asserting that "the best surveys indicate that theatres suffer a 15 to 25 per cent decline in gross when pictures of the calibre of '30 Seconds Over Toyko' and 'Mutiny on the Bounty' are shown on local TV stations."

"We cannot understand the thinking behind this stupid policy," Kalver said. "The fast-buck boys are not only dissipating the reissue value of these great properties but surely they must realize the great damage they are doing to the theatres playing their current releases, most of them on percentage."

He asserted there is a continuing need for an increase in production of "family type" pictures, saying that many of the low budget films being produced now lack public appeal.

Lauds 'Pure Entertainment'

"In small situations experience tells me our people are not as much attracted by sexy themes, boudoir olympics, swishing deviationists and violence as they are by the corny, lighthearted, pure entertainment type of offering."

Kalver suggested production of more films for the youthful patron, asserting that the story field of country music hasn't been touched by Hollywood producers.

He urged that more advertising be keyed to the availability of the films advertised in theatres. The Motion Picture Association was commended for its current efforts to develop business building programs and exhibition was said to be ready when called upon to aid in this project. Kalver was critical of some film advertising, saying its needs change because the public "is bored and unimpressed" with the sameness of the language and approach, with the result that "they don't believe our ads any more." He said that placing of theatre ads off the amusement pages of local newspapers also needs to be considered by exhibitors.

Interested in Jerrold Plan

Kalver referred with interest to the projected Oklahoma testing of films sent by cable from theatre to homes via the Jerrold Electronics Corp. plan.

"If we are to survive and succeed," he concluded, "old differences must be resolved, old antagonisms eradicated. There must be created a true tolerance and sympathetic understanding for each other's problems."

Full Text of Shor Statement on Merger

Special to THE DAILY

he full text of Rube Shor's state-t on the possibility of a merger ween Allied and TOA follows:

Prior to discussion of a possible ger between Allied and TOA, the d had approved a policy of co-ating with TOA in matters of mon interest concerning which two organizations hold a similar .

Friendly relations between Allied TOA leaders have existed for e time and the board has au-ized explorations looking to an ange of information and, when ually agreeable, coordination of on with TOA, on particular sub-s.

In the circumstances the board de-d that the time was not ripe for action looking to amalgamation any other organization. Mean-le, explorations in search of com-ground and experiments with perative action will be continued."

Family-Type Pictures Called Most Valuable

Warns N.J. Drive-Ins On Screen Placement

ATLANTIC CITY, Nov. 27 — A top Federal highway official has suggested that tight licensing of drive-in theatres might be necessary to control screen placement if the drive-ins "don't police themselves better."

The warning came from C. D. Curtiss, Federal Commissioner of Public Roads, in an address before the annual meeting of the American Association of State Highway officials. He did not make clear whether he was talking about Federal or state licensing, but presumably he was referring to state licensing since he was addressing a group of state officials.

Name COMPO Committee To Meet with Allied

The Council of Motion Picture Organizations committee, which will meet on Dec. 10 with representatives of Allied States Association, is composed of Emanuel Frisch, chairman, William C. Gehring and Sam Pinanski, it was reported yesterday.

The meeting will be to discuss ways and means of bringing about a reconciliation between the two organizations. The Allied committee is composed of Abram F. Myers, Trueman T. Rembusch, and Wilbur Snaper.

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MOTION PICTURE DAILY

Concise and to the Point

0, NO. 103 NEW YORK, U.S.A, THURSDAY, NOVEMBER 29, 1956 TEN CENTS

tive Dec. 31

hary's Pact th Metro Terminated

hau Being Put in nistrative Charge

Schary, vice-president and ion head at M-G-M studios, rminated his contract with I n c., e at the of this was an- d here ay. h a r y , contract another to run, remain he pro- c o m- to com- roduction Designing ," which stars Lauren Bacall egory Peck.

Dore Schary

ciated with M-G-M since 1948, Schary previously was KO Radio Pictures and Van- Films, Inc., and has been pro-

(*Continued on page 2*)

icians Sue AFM 'Royalty Fund'

rom THE DAILY Bureau

LYWOOD, Nov. 28—The in- conflict in the Los Angeles f the American Federation of ans, largely confined to the industry heretofore, flowed to the motion picture industry with the filing in Superior of a suit in behalf of 2,400 ans asking $4,468,950 damages he AFM and an injunction re- g some hundred film pro-

(*Continued on page 7*)

elevision Today

7

To Seek N. Y. Tax Repeal

Representatives of the Independent Theatre Owners of America and Metropolitan Motion Picture Theatres Association will meet with Mayor Robert F. Wagner of New York City on Dec. 7 to seek a repeal of the five per cent admissions tax, according to an announcement issued by both exhibitor groups yesterday.

ITOA and MMPTA have formed a committee which will present Mayor Wagner with evidence of "the urgent necessity for the repeal of the impost." Serving on the committee are Harry Brandt, ITOA president; Sol Strausberg, MMPTA president; Eugene Picker; Emanuel Frisch; Sol Schwartz; William Namenson; Julius Sanders; Robert W. Coyne; D. John Phillips, and Morton Sunshine.

Speaking for the group, Brandt and

(*Continued on page 6*)

Says E. Germany Could Take 25 Films Yearly

Negotiations for the sale of American films to East Germany were opened last week by Marc Spiegel of the Motion Picture Export Association, according to a report presented to the board of directors of the MPEA at their weekly meeting early this week. The MPEA overseas representative said he felt that

(*Continued on page 7*)

Predicts Easing of Print Shortage

Standardization Now Achieved: McLachlan

Sees All Coast Films Photographed for Ratios of 1.66-to-1, 1.75-to-1 or 1.85-to-1

By MARTIN QUIGLEY, JR.

DALLAS, Nov. 28—The battle over standardization is finished and exhibitors need have no further worries on this score, Hugh McLachlan, chairman of Committee on Standardization, today told delegates to the convention of Allied States Association.

Henceforth the standard for CinemaScope pictures, according to McLachlan, will be the aspect ratio for CinemaScope pictures with optical prints. He urged all exhibitors to install the small teeth on their projector sprockets to ease the print shortage, pointing out the exhibitor should be willing to pay the $75 to $100 necessary when producers have discarded, in the pursuit of standardization, equipment costing hundreds of thousands of dollars.

McLachlan said that exhibitors

(*Continued on page 6*)

Says 98 Million Weekly Want To See Films

Special to THE DAILY

DALLAS, Nov. 28—There's nothing wrong with this business when 98,000,000 people in this country want to go to the movies in a week, Albert E. Sindlinger, president of Sindlinger & Co., told the Allied convention in one of the principal addresses of the afternoon business session today.

"I am appalled at the pessimism in this business; 6,000 additional theatres should not close. There should be 6,000 more theatres in the proper

(*Continued on page 6*)

Membership Drive of V.C. Starts on Dec. 1

(Picture on page 3)

International Variety Clubs will launch a three-month membership drive, beginning on Dec. 1, in honor of international chief barker John H. Rowley, it was announced yesterday by Harold J. Klein, chief barker of Variety Club Tent No. 35, at a luncheon meeting held at Toots Shor's Restaurant here.

Klein was reelected chief barker of Tent No. 35 to serve for 1957. Other officers elected for the coming year are Richard Brandt, first assistant;

(*Continued on page 3*)

Southeastern Paramount Sales Meeting Opens

Special to THE DAILY

ATLANTA, Nov. 28—A three-day meeting of Paramount Southeastern division salesmen was opened today by Hugh Owen, Paramount Film Distributing Corp. vice-president and general sales manager.

Present at the conference were W.

(*Continued on page 6*)

Stellings Begins Meetings With Company Heads Here

By LESTER DINOFF

Efforts to reawaken producer-distributor interest in the formation of an industry arbitration and conciliation system were launched here yesterday by Ernest Stellings, president of Theatre Owners of America, who met with company executives to seek a "reconciliation of the differences."

Stellings, who arrived in New York from Charlotte yesterday afternoon, immediately entered into conferences with production-distribution executives. By the time he leaves here on Saturday, the TOA president said he will "attempt to see" Walter Branson, RKO Radio Pictures; Charles Reagan, Loew's, Inc.; A. Montague, Columbia; Spyros P. Skouras, 20th Century-Fox; Alfred Daff, Universal; and Barney Balaban, Paramount Pictures.

A meeting with executives of Warner Bros. Pictures has been delayed as Benjamin Kalmenson, executive vice-president, is in Hollywood at present. Attempts will be made by TOA headquarters here to set up meetings with company heads and

(*Continued on page 7*)

PERSONAL MENTION

FRANK KING, producer, will leave here by plane today for Europe.

•

JAMES CARRERAS, chairman of Exclusive Films, Ltd., will arrive in New York from London tomorrow via B.O.A.C.

•

H. DONALD HUNTER, Paramount International overseas division manager, has arrived in Paris from New York.

•

JACK BAUR, Universal-International casting director, has arrived in New York from Hollywood.

•

GEORGE SEATON, producer-director, will arrive here on Monday from Hollywood.

•

IRVING MENDELSOHN, New Haven branch manager for United Artists, and MRS. MENDELSOHN are marking their 25th wedding anniversary.

•

BOB VOGEL, of the M-G-M studio International Department, is in New York from Hollywood on special assignment.

•

SY COHEN, pressbook editor for Warner Brothers, will leave here at the weekend for Florida.

•

LEWIS BLUMBERG, producer, has arrived in New York from the Coast.

•

NORMAN PANAMA and MELVIN FRANK, Paramount producers, will return to Hollywood at the weekend from New York.

Guilds Again Talk Pay For Post-1948 Films

HOLLYWOOD, Nov. 28—Committees representing the Association of Motion Picture Produeers, the Society of Independent Motion Picture Producers, the Screen Actors Guild, the Screen Writers Guild and the Screen Directors Guild met briefly here last evening in the third discussion eanvassing possibilities in connection with the working out of a system for making additional payments to guild members concerned in post-1948 features sold to television. Although no formal announcements were made by participants in the discussion, it is reliably understood little if any progress toward agreement was made. No date was set for further meeting.

Census Bureau Reports:

California Film Enterprises Had Receipts of $184,123,000 in '54

By J. A. OTTEN

WASHINGTON, Nov. 28.—California had 661 establishments engaged in film production, distribution and related activities in 1954, with total receipts of $184,123,000, the Census Bureau today reported.

The enterprises had a payroll of $230,802,000 and 25,262 employes. No comparable figures for 1947 and 1948, the years of the previous census of business and manufacturing, were available.

The Census Bureau also revised slightly downward its earlier .published figures on 1954 theatre business in California. It showed 1,084 theatres with receipts of $142,446,000, including 925 conventional theatres with receipts of $116,678,000, and 159 drive-ins with receipts of $25,768,000. In 1948, there were 1,060 conventional theatres with receipts of $128,252,000 and 43 drive-ins with receipts of approximately $5,450,000.

In 1954, the Bureau said, there were 517 establishments in California engaging in film production and related service activities, with receipts of $125,056,000, and 144 firms engaged in distribution and service activities, with reeeipts of $59,067,000. Receipts of film producers inelude only film rentals received directly from exhibitors, reeeipts from outright sales of films and miseellaneous receipts.

Of the 144 distribution establishments, 100 were exchanges for films for other than TV use, and these had $49,381,000 of receipts. Another 21 distributed films for TV, with receipts of $7,543,000, while 23 service firms had $2,143,000 of receipts. The Bureau did not break down the receipts of the producers. It only showed that of the 517 establishments, 259 produeed films for theatre and other non-TV use, 110 produced films for TV, and 148 were service organizations.

Deny Dismissal of Suit Of Douglas vs. Disney

LOS ANGELES, Nov. 28—Superior Court Judge Leon T. David today denied a motion by defendant Walt Disney for dismissal of the $415,000 suit brought against him on Aug. 1 by Kirk Douglas on a charge that Disney had publiely exhibited for profit certain privately shot footage of the plaintiff and his family.

Douglas had charged Disney made films during the Douglas family's visit to the Disney home, and had used the footage on the Disneyland television program without consent.

Douglas described the suit as a test case and said he would turn over any damages received to the Motion Picture Relief Fund.

Thomas Rodgers Elected Trans-Lux Vice-Pres.

Thomas E. Rodgers has been elected to the post of vice-president of Trans-Lux Theatres, according to an announcement by Percival E. Furber, chairman of the board of Trans-Lux Corp.

Thomas Rodgers

Rodgers, after serving a two-year apprenticeship in various branches of the motion picture industry, joined the Trans-Lux Co. in 1950 as a supervisor of New York theatres. He is currently in charge of the booking of pictures into Trans-Lux Theatres as well as the director of advertising, publieity and exploitation for the eircuit, which includes, in addition to New York theatres, several in Boston, Philadelphia, and Washington, D.C.

UA Opening Fieldmen Convention Here Today

The first fieldmen's eonvention in United Artists' history will begin today at the Warwick Hotel here. The meeting will review every facet of the advertising, publicity and exploitation operations and develop a comprehensive ficld promotion program for the coming year.

The sessions, bringing together 12 district exploitation men from major market areas in the United States and Canada, will last three days and top-eehelon exeeutives, department heads and staff personnel will partieipate in them.

The convention will open today with a welcome luncheon. Succeeding sessions will combine addresses on various phases of the promotional operation with workshop forums.

Globe Books 'Huk'

Collier Young's "Huk!," drama of post-war guerilla fighting in the Philippines, will open at the Globe theatre here December 14, it was announced by United Artists.

Schary's Pa

(*Continued from page 1*)

ducing and writing motion p since 1932.

Announcement of plans for M-G-M studio operations w made soon by Joseph R. Vogel, **dent of Loew's, Inc., who lef** late yesterday for Hollywood. company's statement yesterda nothing of a successor to Sch head of the studio and prod head, but it is believed that jamin Thau, vice-president an eran studio executive, will be in administrative charge by Vog lowing his arrival at the studio

Efforts to reach Schary for ment on the Loew's announc yesterday were unsuccessful. veteran industry producer is c ly in New York and expected main for another week. Ho Joe Wolhandler of Rogers & C Schary's press representatives, that no statement will be issu "negotiations are not complete

No Independent Deal

The severence is complete the end of the year, no indep production deal with the studio involved. It was reported that has expressed some interest i coming active in California p

Schary's contract with M-G-M for $200,000 annually and January, 1958, after which h **to have gone on advisory stat** another 10 years at a salary of 000 per year. Trade reports yes were that arrangements for ment of the pact provide fo payment of sums specified ov **extended period no less fav** tax-wise than the contract woul provided had it remained in fo

The eompany, however, ma announcement concerning the **ment terms and a Loew's spok** said that the trade reports wer accurate in some details."

Wolhandler said that once thing is settled, a press conf will be set up for Schary or a ment will be issued by the pro

Fox to Release 5

Five films will be released i cember by 20th Century-Fox, m the most company releases fo single month this year. The "Anastasia," "The Girl Can't It," "Oasis," "Women of Piteai land," and "The Black Whip.

Salesmen Set Party

CLEVELAND, Nov. 28—The men's Club of Cleveland has se 15 as the date of a screening to be held at 8:30 P.M. in the Fox screening room, followed b dinner at Harvey's Barbecu

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope William nup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays days and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a Motion Picture Daily. Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

C. Business urt Noted

Special to THE DAILY

NSAS CITY, Mo., Nov. 28.— booming business being regis- by several new films here is g the hope of theatre men that times will be forthcoming at oxoffice.

ddition to a very favorable re- n for "Giant," the most hearten- velopment has been the steady nce for "This Is Cinerama" at ssouri. Now in the sixth month engagement at that theatre, the inerama production has passed 5,000 mark and probably will he quarter million figure in the uture.

Three Factors Blamed

ine with theatre men in other managers, exchange officials rsons associated with the trade box office lethargy to televi- shrinkage in the amusement and a constantly increasing in the public's entertainment es.

ke many of the country's larger the Greater Kansas City situa- complicated and even jeopar- in regard to future improvement comparatively large number of n theatres. Currently, there theatres in Greater Kansas City re classified as first run, and umber has risen at times when ns or neighborhood theatres ar- for initial showings of films.

First Runs Numerous

er ordinary conditions, the rela- great number of showplaces be expected to stir heightened t among moviegoers and, h competition, whet the appe- the film fans. But, with the age in the entertainment bud- f families and the decline in r movie attendance, the top- number of first runs makes for ncertainty and concern regard- tterment of the overall condi- re.

ch Producer Here Study U.S. Market

ifi" has been the most successful film ever put on the interna- market, according to Henri , its producer. In an interview French Film Office here, he is in this country to study the ss of the picture and to deter- he qualities that made it so ac- le to the general public.

s his intention also to discuss le co-production deals with vood, where he will be next he said. Spyros P. Skouras, nt of Twentieth Century-Fox, is list of "people to see." Be- now producing "He Who Must n Greece, based on a local pas- lay. Skouras had been inter- in the property when Berard ed it, he said, and there is a ility that Fox may distribute it.

M. P. DAILY Picture

Harold Klein, renominated chief barker, as he reported on the year past at New York Variety's luncheon yesterday. With him, Martin Levine, Bob Shapiro, Phil Cohen, Larry Morris, Jack Hoffberg, and Richard Brandt.

V. C. in New Member Drive

(*Continued from page* 1)

Larry Morris, second assistant; William Bower, property master; Jack H. Hofberg, doughguy; and as canvasmen—George Brandt, Charles Alicoate, Irving Dollinger, Sherwin Kane, Martin Kornbluth, Jack Levin, Martin Levine, Ira Meinhardt Charles Okun, David Picker, Harold Rinzler, Jack Rosenfeld, Burt Robbins, Ernest Sands, Cy Seymour, Robert Shapiro, Spyros S. Skouras, Charles Smakwitz, Morton Sunshine, Saul Trauner and George Waldman.

David A. Levy and Morris Sanders are lifetime honorary canvasmen.

Klein, in urging Tent No. 35 members to give much more support to Variety by bringing in new members, said the winner of the international membership drive will receive as a prize a completely paid trip to England.

He said that Tent No. 35 has dissolved its relationship with the Foundation to Combat Epilepsy so it could become a community affair instead of an industry charitable effort. Klein said a committee has been appointed to seek out other charitable drives to which Tent No. 35 could devote its "heart" efforts.

The membership was told of the Tent's current financial position by Hoffberg.

Set 'Battle' Premiere In Marietta, Ohio

The world premiere of Universal's "Battle Hymn," starring Rock Hudson as Colonel Deas E. Hess, USAF, celebrated flying ace, will take place February 14 in Marietta, Ohio, birthplace of Colonel Hess, according to the company. Plans are now being made for the Governor of Ohio, also a native of Marietta, to proclaim a statewide celebration the day of the opening.

Among those scheduled to be present for the opening ceremonies are the Colonel and his family, Rock Hudson, Martha Hyer, producer Ross Hunter, the Governor of Ohio and a large contingent of Air Force officials from Washington. The premiere of the film will take place in all three theatres in Marietta—the Colony, Ohio and Putnam.

7,000 for Loewdown

"The Loewdown," the only daily house organ in the world, will publish its 7000th issue today, according to Ernie Emerling, Loew's advertising-publicity director. The publication was instituted by Oscar A. Doob on June 27, 1932, as a rapid method for exchange of advertising-publicity-promotion ideas among theatres, the dissemination of news pertaining to company policy and a method of giving credit to managers and theatre staffs for promotion achievements.

Loew's Opening 55th In Overseas Chain

MILAN, Italy, Nov. 28 — M-G-M's Metro-Astra Theatre here will open on Friday, thereby increasing Loew's International's world-wide chain of showcases to 55. This is the company's fourth theatre opening in the past few weeks and is part of its theatre expansion program designed to meet the requirements of the overseas market.

Arthur M. Loew, president of Loew's International, will fly to Milan to attend the opening ceremonies. The theatre has been completely refurbished.

Go-Ahead for Garage

BOSTON, Nov. 28—The promoters of the garage under Boston Common are preparing to go ahead with plans for the delayed project after many months of litigation and opposition, it was learned. Theatre men here have long desired the 6,000-car garage, which would relieve parking problems and serve as a boon to business.

'Party' To World

Sidney Harmon's production of "The Wild Party," United Artists release starring Anthony Quinn, will have its premiere performance at New York's World Theatre on Dec. 21.

COMPO Will Present Tax Plea in Writing

WASHINGTON, Nov. 28 — The Council of Motion Picture Organizations will submit its admissions tax relief plea to the House Ways and Means Committee in writing rather than oral testimony.

Robert W. Coyne of COMPO was scheduled to testify tomorrow before the Forand Subcommittee, currently holding hearings on proposals for excise tax changes. Coyne today notified the committee that COMPO now desires to file a statement with the subcommittee instead of having a witness appear at the hearings.

Spyros Skouras To Head March of Dimes Drive

Spyros P. Skouras, president of 20th Century-Fox, will serve as national chairman of the Motion Picture and Theatre Industry Division of the 1957 March of Dimes. Basil O'Connor, president of the National Foundation for Infantile Paralysis, described the appointment as "a major step forward toward what we of the March of Dimes hope and pray will be a decisive campaign to advance the protection of the people of this country now and henceforth against paralytic polio through the use of the Salk vaccine."

'U', Decca Dividends

The board of directors of Universal Pictures Co., Inc., yesterday declared a quarterly dividend of 25 cents per share and an extra dividend of 25 cents per share on the common stock of the company, payable on Dec. 28, 1956, to stockholders of record at the close of business on Dec. 14, 1956. In addition the directors of Decca Records, Inc., declared a regular quarterly dividend of 25 cents per share on the company's capital stock payable Dec. 28, 1956 to stockholders of record Dec. 14, 1956.

CMPEA Will Elect

CLEVELAND, Nov. 28 — The Cleveland Motion Picture Exhibitors Assn. will hold its annual meeting to elect new officers on Jan. 8.

AT $5
THE WO
AT THE VICTORIA

ELIA KAZAN'S PRODUCTION OF TENNESSEE WILLIAMS' BOL

TICKET...

PREMIERE

DECEMBER 18TH

RY —NATIONWIDE FROM WARNER BROS. FOR NEW YEARS

National Pre-Selling

INGRID BERGMAN, in regal dress, the kind formerly worn at the Russian court, appears in full color on the front cover of the Nov. 26 issue of "Life." This picture appears over the caption: "Come-back for Bergman in Film 'Anastasia'."

A cover story is in the issue with the appropriate title, "Brilliant Return for Ingrid." The major portions of five pages are devoted to this Christmas release.

•

A striking ad on "Oklahoma!" appears on page six of "The Saturday Evening Post's" Nov. 24 issue.

•

Three motion picture ads appear in the December issue of McCall's, one on "Written in the Wind," another on "Oklahoma" and a table of contents ad on "Teahouse of the August Moon."

•

Deborah Kerr, who does a splendid piece of acting in "Tea and Sympathy," is profiled in the Dec. 7 issue of "Collier's."

The article makes good reading, due in part to the fact that Miss Kerr spoke frankly about her career to Robert Marks, the story's author. It is led off by a large full-color photo of Deborah, and stills from her most recent films are used to illustrate the article.

•

Ed Miller, in the November issue of "Seventeen," gives "The Best Things in Life Are Free" a laudatory review. He tells the readers that it is a story of the song writing team of De Sylva, Brown and Henderson, and among the tunes they wrote were "Button Up Your Overcoat" and "The Birth of the Blues."

•

Marshall Scott reports in the November issue of "Cosmopolitan" that Kirk Douglas in "Lust for Life" is the "very picture of the tormented Dutch artist, Vincent Van Gogh, whose tragic biography this is. Anthony Quinn turns in his usual fine job as Gauguin."

•

The 1956 version of "The Ten Commandments" is compared to Cecil DeMille's 1923 production in the Nov. 27 issue of "Look." The editors of "Look" say: "Lavish as was the 1923 version, the DeMille 1956 version is even more so." This point is documented by photos of three key scenes in the film. Photos of the 1923 and the 1956 versions are placed side by side, appearing on a two-page spread in full color.

•

"Giant" has been selected as the picture of the month for December by Florence Somers of "Redbook."

WALTER HAAS

Roy Rogers Speaker at the Allied Convention; Asks Trade View on Value of New Western

Special to THE DAILY

DALLAS, Nov. 28—A surprise speaker at the close of the afternoon session of the Allied convention here was Roy Rogers, long-time top Western star in the Motion Picture Herald-FAME Poll. Rogers said he wanted to explain why he had not made new pictures for theatres. He asserted that when he concluded his last contract with Republic he was informed that if he made any new theatrical releases the market would be flooded with the 87 old ones he had already appeared in.

Rogers said he wants exhibitors to tell him whether there is interest in a big Western production now, what its budget should be and whether color should be used. He indicated that he believed there was no longer a market for the old-fashioned series Western but he is prepared to make higher budget films, if exhibitors convince him that he should do so.

McLachlan

(*Continued from page* 1)

equipped for other wide screen projection need fear no new innovations, as all Hollywood films will be photographed so that they may be satisfactorily projected at aspect rations of 1.66 to 1, 1.75 to 1, or 1.85 to 1.

All big-film projection will be on the 65 or 70mm projectors, the Allied speaker said, reporting that Paramount planned no further use of the horizontal projector (sometimes known as the "Chinese projector") and that 20th Century-Fox would not release films on 55mm. The latter company, he said, would use release prints—if it decided on large measure release prints—that could be projected on the 70mm projectors.

"We need big film and I am for it," McLachlan told the Allied delegates. Some late model projectors can be adapted for its use, he said. He also predicted that by the time of the Allied drive-in convention in Cincinnati there would be announced a new projector to handle both the 70mm and 35mm film.

Wants M-G-M Process Shown

McLachlan said he hoped that the M-G-M wide film process would be demonstrated at that convention.

McLachlan also announced reports of a test with a new projection lamp that gave 89 per cent coverage of a 110-foot screen with 21-foot lamberts brightness and 100 per cent coverage and 27-foot lamberts on a 61-foot screen.

The studio technical directors and officials of the Society of Motion Picture and Television Engineers, McLachlan said, were most cooperative in working out the standards agreements earlier this month in California. The Allied committee, in addition to McLachlan, included Robert F. Morrell and Richard Amstatt.

N.Y. Tax Repeal

(*Continued from page* 1)

Strausberg stated: "We are hopeful that the City Administration will recognize the merits of our case for repeal of the admissions tax despite its own pressing financial problems." The New York City five per cent impost went into effect on July 1, 1954.

Sindlinger

(*Continued from page* 1)

locations," Sindlinger pointed out.

The reason why only about one third of the people each week who want to go to a picture actually attend is that the public is not sufficiently stimulated by the appeal of the attractions available, the speaker asserted. In some cases multiple booking of the same attraction into many theatres aggravates the problem, Sindlinger indicated. He also criticized the use of film clips and personal appearances of film stars on television programs, claiming that often members of the television audience get a wrong impression of a film publicized on TV and decide not to see it in a theatre.

Points to Dual Loss

The networks in particular and television in general are having plenty of trouble of their own. One of the strongest programs of television this season, the film "Wizard of Oz" was not very satisfactory to the sponsor, according to Sindlinger. He said that the film company lost a great potential theatre revenue by having the film shown on television and the theatres that night lost $2,000,000 in revenue.

Sindlinger pointed out the importance of having more films and film advertising appealing to women.

Jackson, Braunagel Heard

At the afternoon session other speakers were Jack Jackson and Jack Braunagel, who gave details of the Tudor Pictures plan to produce at least 10 mass-interest action pictures during 1957. The films are being financed by Moe Kerman. It is hoped that 1,500 to 2,000 theatres will contract in advance for the pictures at 25 per cent over the flat rental paid usually for similar product, it was pointed out. Budgets are planned at $125,000 per picture. William Nolte will be in charge on production and Paul Leslie Heil is writer of the scripts.

Braunagel said he plans in Arkansas a large scale talent contest, with the winner assured of $1,000 and an appearance in one of the films. He urged exhibitors in other states to make similar talent contest arrangements.

Total registration at the convention reached 270 today including exhibitors, wives and equipment refreshment representatives. owners present were estimated number approximately 150.

Film clinics will be continued morrow morning and the convention business session will conclude afternoon.

Entertainment highlights convention include a "Western sponsored by Pepsi-Cola, a party sponsored by National Co. and a concluding banquet sored by Coca Cola.

REVIEW:

Cha-Cha-Cha Boom!

Columbia

What producer Sam Katzm with the current fad, rock-and "Rock Around the Clock," does with another musical "Cha-Cha-Cha-Boom!" The crammed full of music, almos it with a bongo beat, so that very little time for plot. This ly should not make the slight ference to the audience for was made.

What slight story there is a talent scout for a record whose boss is disliked by eve including the recording artist happy with his job and unwi work for his fiancee (who has ilar position with a rival comp decides to form his own comp realizes he needs something to interest investors. So he t for Cuba where, with the ai opportunistic and sexy dancer, covers a band playing authe tive music.

Back to the States come th the dancer and the neophyte e neur and the latter has proble in becoming established. One after another fails until his heart, realizing that love do quer all, quits her job and a in his eventually successful q

The east, with the exceptio musical talent, is virtually u Steve Dunne and Alix Talton romantic leads, while Jose Gonzales provides the so meagre humor. Contributing plethora of music is Perez Pr his orchestra, the Mary Ka (who provide a pleasant i from the Latin beat), Helen and Luis Arcaraz and Manny and their orchestras.

Fred F. Sears directed an B. Gordon write this Clover tion.

Running time, 72 minutes. classification. For October

Paramount Meetin

(*Continued from page* 1

Gordon Bradley, Southeaste sion manager; Foster Hotard, Lawrence Terrell, Charlotte; Chumley, Jacksonville; Willia liday, New Orleans, and Nicholson, Memphis. Jake Owen's assistant, accompan vice-president from New York

ellings Starts

(*Continued from page* 1)

executives at United Artists, Artists and Republic Pictures, it id.

lings declared that "there is a need within the industry at pres- an arbitration and conciliation . In my meetings with these ny executives, I will attempt to ce them of this need and how d benefit all."

May Report Tomorrow

TOA executive added he likely will have something co- o report late Friday afternoon." d he plans to discuss such topics olic relations, trade practices, everything leading up to an in- roundtable conference, per- He hopes to have time to ex- fully all phases of the Motion Association of America's busi- uilding program and compare ogram with TOA's Business s idea which the Council of Picture Organizations is sched- conduct. "I have hopes that olans could be coordinated," gs said.

ings will attend the Motion Pioneers dinner here on Fri- ening.

Germany

(*Continued from page* 1)

ast German market at present take from 20 to 25 American nnually.

MPEA board also discussed nding sale of American films echoslovakia, Poland and Ro- and the merits of trading in or local currency in those s.

directors agreed to accept the nendations of the Continental ers on the Danish market and ssible reopening of that coun- American product. The Con- l managers favored going with a percentage plan on d playing time which called cale of 40 to 35 per cent for lms. The proposed new film ent contemplates a 40 per ntal on first runs.

r topics which the MPEA discussed were a proposal for ter use of blocked funds in and the British film tax situa- committee of the MPEA is ring the British matter and possible repeal of the tax on ons would affect distributor and remittances.

cians Sue

Continued from page 1)

and distributors from making "royalty or re-use" payments e AFM performance fund. dissident faction in the local repeatedly has demanded the international furnish an ac- g of monies paid into the fund established by James , federation president.

Television Today

UHF Broadcasters In Renewed Tax Plea

WASHINGTON, Nov. 28 — UHF television broadcasters made still another plea to Congress today for excise tax relief.

John W. English, vice-chairman of the Committee for Competitive Television, urged a House Ways and Means Subcommittee to remove the excise tax on all-channel television sets. He argued that this would encourage manufacturers to make all-channel sets, and would encourage the growth of UHF stations.

Sinatra Signs New TV Contract with ABC

Frank Sinatra has signed a contract with ABC to star in a weekly half-hour television program, it is announced by Leonard Goldenson, president of American Broadcasting-Paramount Theatres. The programs commence in the fall of 1957.

The arrangement contemplates that ABC will acquire a stock interest in the star's production unit, Kent Productions, and will acquire his exclusive services in the next three years except with respect to motion pictures.

One Man's TViews

By Pinky Herman

STORY Editor Herb Leder has signed ten top TV scripters to prepare stories for the Guild Films telefilm series, "Captain David Grief," based on Jack London's popular tales of the South Seas. Authors include Abby Mann, William Altman, Don Ettlinger, Bill Attaway, Ive Victor, M. C. Brock, Art Wallace, R. J. Prod, Sanford Wolf and Peggy Mayer. . . . Bill Koblenzer, formerly an executive with ABC sales and prior to that on the sales staff at DuMont, has been named a sales executive at National Telefilm Associates. . . . Larry Racies, CBS Cameraman and Prexy of the Radio & Newsreel TV Working Press Assn., in collaboration with Charlie Beckman another CBStalwart and Fred Kamiel of Audio Exchange, has formed a new company, Hi-Fi Headquarters, which will manufacture special custom built Hi-Fi music systems. . . . A handsome youngster named Don Anthony, featured every Friday on Joe Franklin's WABClever TV program, is a sure bet to rank high in the national baritone sweepstakes. Incidentally the program, "Memory Lane," now co-sponsored by eight firms, will be increased to a full hour Dec. 17.

☆ ☆ ☆

Mel Allen's "Sports Report," heard daily at 6:35-6:45 P.M. over the ABC radio network and sponsored by Allstate Insurance Co., has been renewed for an additional 52 weeks effective Tuesday, Dec. 18. Program originates for the most part from New York but during the baseball season, when Mel does the Yankee Baseball Games, the program emanates from the cities where the Yanks play. . . . 23-year-old Robert O'Brien whose time in the 10,000 meter kayak event try-outs of 49.7 minutes at Bear Mountain, N. Y., qualified him for the United States Olympic Team currently in competition at Melbourne, Australia, is an employee of the accounting division at ABC (New York City.) . . . The next Sunday Alcoa Hour, will NBCo-star Dennis King and Cornelia Otis Skinner in "Merry Christmas, Mr. Baxter," a comedy adapted for TV by William McCleery from the best-seller of the same name by Edward Streeter. Produced by Philip Barry, Jr. and directed by Herbert Hirschman, the supporting cast includes Pat Benoit and Jimmy Rogers.

Mel Allen

☆ ☆ ☆

New Yorkers, who didn't see one of the funniest motion pictures ever produced, "Mr. Blandings Builds His Dream House," are in for a treat. All next week, Channel 9 will feature the hilarious flicker, co-starring Myrna Loy, Cary Grant and Melvyn Douglas on "Million Dollar Movie." . . . The Warner Bros. two-reeler, "Star in the Night," which features J. Carroll Naish, Donald Woods, Rosini Galli, Dick Erdman, Johnny Miles and Tony Caruso, and which was honored several years ago with an Academy Award, will be made available by Associated Artists Productions in time for TV programming.

The Critics Say . . .

As influential as the many nationwide syndicated TV columnists are the hundreds of local newspaper critics, whose views—though they inevitably reflect regional preference—more often than not have national validity. These reporters, asked to vote again this year in the annual MOTION PICTURE DAILY-FAME poll of television talent and shows, added a variety of comments on their views of the Industry. Among them were the following reports from Kansas. If the city represented has a TV outlet, the name of the station and its affiliations appear in brackets, along with the population of the city or town.

John Schmisdeler, Salina Journal, Salina, Kan. (26,176): "Television needs; original stories, both dramatic and musical, tailored for the medium and not cut down from old movies; reasonable restraint on commercials—some current claims are ridiculous; more and better educational programs."

William C. Anderson, Wichita Beacon, Wichita, Kan. (168,279; KAKE-TV, ABC; KARD-TV, NBC; KEDD-TV): "ABC and CBS both lack good promotion for their shows. ABC does a fair job on films, but CBS is way down all around. NBC has them both beat by 1000 per cent. . . . Also, some sponsors are batting their heads against the proverbial wall when they try to outdo each other on opposing nets at the same time. . . ."

Speck Reynolds, Great Bend Tribune, Great Bend, Kan. (12,665; KCKT, NBC): "There are entirely too many murder shows—both western and up-to-date. There are not enough programs like those of Perry Como and Lawrence Welk."

Start Variety Series

Screen Gems, Inc., TV subsidiary of Columbia Pictures Corp., goes into production this week on Western Ranch Party, a filmed half-hour musical variety presentation. The entirely new series, consisting of 39 programs, will feature outstanding Western film stars.

Filmack's
TEASERETTES
are catching on fast!
Use 'em for
• PREVUE TRAILERS
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These short, snappy talking trailerettes are just what you've been waiting for.
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Illusion so perfect that it becomes reality. That is at once the motion picture's problem and its tremendous hold on audiences. For, more than any other form of entertainment, it successfully takes people out of their homes and selves, lets them escape to refreshing romance and adventure.

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Midwest Division
130 East Randolph Drive, Chicago 1, Illinois
West Coast Division
6706 Santa Monica Blvd., Hollywood 38, Calif.

All the News That News

MOTION PICTURE DAILY

Concise and to the Point

0, NO. 104 NEW YORK, U.S.A., FRIDAY, NOVEMBER 30, 1956 TEN CENTS

riment Shows:

n Install meTheatre' Six Months

d Official Reports roject in Oklahoma

Special to THE DAILY

AS, Nov. 29—From an en- standpoint designing and tion of the "Home Theatre" tribution system in Bartles- la. can be completed in six or less, according to Z. H. assistant to the president, Electronics Corp.

he basis of a year and a half lopmental work with wired ion to the homes it is pos- anticipate that the engineer-

(*Continued on page 8*)

n To Ask MPAA 'Oscar' Telecast

ry sponsorship of future tele- the Academy Awards cere- on television will be sought e company presidents, the directors of the Motion Pic- sociation of America, by Seaton, president of the of Motion Picture Arts and in a meeting scheduled for

(*Continued on page 3*)

Von't Produce in 70mm Process'

ieth Century-Fox is not go- produce any motion picture in the 70mm. process or re- of its productions in 70mm. ck, according to a top com- kesman, who yesterday de- at "we have found that after e tests and research that

(*Continued on page 3*)

levision Today

8

Industry Veterans Arrive For Pioneers' Dinner

Industry veterans from every corner of the nation are converging on New York today in preparation for the 18th annual dinner of the Motion Picture Pioneers slated for this evening at the Waldorf-Astoria Hotel, Robert J. O'Donnell, head of Interstate Circuit, Dallas, will receive the accolade as "Pioneer of the Year."

Bob Hope will act as toastmaster for the festivities. The program policy of 'less speeches—more fun' will be strictly adhered to, according to Sol A. Schwartz, general chairman for the dinner.

Appoint Lapkin S-W 1st Vice-President

The election of Nathaniel Lapkin as first vice-president of the Stanley Warner Corp. by the board was announced yesterday.

Nathaniel Lapkin

As an officer and member of the Board, Lapkin has been a key figure in the expansion and diversification of Stanley Warner Corp., having been prominent in the negotiations which led to the creation of its Cinerama division

(*Continued on page 2*)

Shor Commended; Starr Memorialized

Ten Resolutions Set As Allied Meet Ends

Move for Arbitration Parleys Included; 'Sex Pictures' Are Strongly Criticized

By MARTIN QUIGLEY, Jr.

DALLAS, Nov. 29.—The 1957 convention of Allied States Association ended today with—in the words of Abram F. Myers, general counsel—"the passage of more resolutions and more constructive ones" than at any previous occasion in the organization's history.

Especially notable was a resolution proposing, with or without the cooperation of Theatre Owners of America, initiation of negotiations with the film companies on an arbitration system. Resolutions were passed on the following subjects:

¶ **Top level conference.**
¶ **M-G-M sales policy.**
¶ **Print shortage.**
¶ **Clearance of theatres over television.**
¶ **Consolidation of film exchanges.**
¶ **Pay-as-you-see television.**
¶ **Opposition to sex pictures and offensive and misleading advertising.**
¶ **Trailers.**
¶ **Production by affiliated circuits.**
¶ **Tax reduction for small businesses.**

Allied, in its renewed appeal for a high level conference "in order to

(*Continued on page 6*)

Fox ¾-Yr. Net $3,182,099

Consolidated earnings of $3,182,099 for the 39 weeks ended Sept. 29 were reported yesterday by 20th Century-Fox for the company and its wholly-owned subsidiaries.

The 39-week figure amounts to $1.20 per share on the 2,644,486 shares of common stock outstanding, as compared with earnings for the corresponding 39 weeks of 1955 of $4,446,851 or $1.68 per share on the same number of shares.

The earnings for the third quarter ended Sept. 29, amounted to $1,025,429, equal to $.38 per share, compared with $1,656,051 for the third quarter of 1955, $.62 per share.

The earnings for the second quar-

(*Continued on page 2*)

Vogel's Program Seen Lessening Chance of Loew's Proxy Fight

Financial sources agreed yesterday that the likelihood of a proxy fight at the next annual meeting of Loew's stockholders in February has lessened considerably as a result of developments since Joseph R. Vogel assumed the presidency.

They noted among these the election of Richard M. Crooks of the investment firm of Thomson & McKinnon and the termination of Dore Schary's contract as studio head. Influential M-G-M stockholders have felt that the studio has been responsible for reduced earnings over the past several years and have openly advocated a change of administration there.

The financial spokesmen also asserted that Vogel's approach to company problems has impressed large stockholders' groups favorably and they believe that he is entitled to a fair chance to solve those problems. Such a chance, they said, includes a reasonable time allowance in which to attempt to resolve the most pressing problems without the distraction of an all-out proxy contest.

"He's hard at work and he's get-

(*Continued on page 2*)

Stellings Holds Talks With Three Companies

"Pleasant discussions" on the state of the industry took place here yesterday in meetings between Ernest Stellings, president of Theatre Owners of America and executives of three production-distribution companies.

Stellings met with Alfred E. Daff

(*Continued on page 8*)

UA To Expand Local Co-op Advertising

A plan of increased local-level cooperation with exhibitors through expanded newspaper advertising and merchant co-op support was outlined here yesterday at the opening session of the United Artists fieldmen's

(*Continued on page 2*)

PERSONAL MENTION

DANIEL MANN, director, has arrived in New York from Hollywood.

•

MIKE SIMONS, in charge of M-G-M customer relations, has returned to New York from Charlotte.

•

DAVID HANNA, named by United Artists as unit publicity director on "Legend of the Lost," has left New York for Italy and Libya.

•

JACK GOLDBERG, manager of the M-G-M exchange in Albany, has returned there from New York.

•

MRS. JOSEPH FRIEDMAN gave birth to a girl this week at Perth Amboy General Hospital. The father is a member of the Warner Brothers home office field exploitation staff.

•

SAUL CHAPLIN, assistant to SOL C. SIEGEL, independent producer, has returned to Hollywood from New York.

•

ROBERT J. GURNEY, JR., producer, left New York yesterday for Florida.

•

KENNETH MACKENNA, M-G-M studio story head, will arrive in New York on Sunday from the Coast.

•

RICHARD WIDMARK has left New York for Europe.

•

ROSSANO BRAZZI and MRS. BRAZZI, who arrived in New York on Tuesday from Europe, left here yesterday for Hollywood.

Good Theatre Page Said Aid to All Business

Urging editorial support of recently organized national campaigns to persuade people to seek recreation and entertainment outside their homes, the 70th in a series of COMPO advertisements in "Editor & Publisher," which will appear tomorrow, suggests that newspapers help by publishing more news and comment about attractions at local theatres.

"If people stay home nights and never seek recreation outside their homes, all retail trade must suffer," the COMPO ad says. "This can only reflects adversely on the effectiveness of newspaper advertising. If people go out to the movies, they will be more likely to patronize other retailers—a good, live amusement page will help all local retail business, including your own (the newspapers)."

U.A. Ups Local Co-op Ads

(*Continued from page* 1)

convention by Roger H. Lewis, national director of advertising-publicity and exploitation for UA.

Max E. Youngstein, vice-president of UA, told fieldmen, meeting at the Warwick Hotel, that 48 UA releases, representing an investment of $42,000,000, will be backed in the next 12 months by an intensive promotion program incorporating the findings of three company surveys and the field experience of exploitation men.

These surveys canvassed exhibitors and television stations on the effectiveness of current promotional methods and materials, Youngstein reported. Results of the studies are to be detailed to the fieldmen during the course of the three-day convention, which will cover every phase of UA's advertising, publicity and exploitation operations for 1957, he said.

Lewis told the conclave that the average newspaper advertising schedule for the 48 forthcoming features will represent an increase of about eight per cent over the average of the past two years.

Retail cooperative advertising will be enlarged by a similar ratio, he announced. The intensified co-op activity follows a UA drive over the past six months to develop continuing relationships with national merchandisers and major retail outlets in key markets in the U. S. and Canada, he disclosed.

Outlined by Tamarin

Alfred H. Tamarin, assistant national director of advertising, publicity and promotion, outlined an accelerated promotional activity involving the planting of production and pre-production publicity. A reorganized procedure for coordination with individual production units will expand the flow and quality of publicity material, Tamarin said.

Mort Nathanson, publicity manager for UA, told the fieldmen that 12 issues of the United Artists Digest will be mailed to 3,000 key newspaper editors and film columnists and writers during 1957 as part of the accelerated program. The Digest is a publicity service manual containing publicity material and picture information.

Mori Krushen Heard

At an afternoon session, exploitation manager Mori Krushen outlined month-by month campaign plans for features scheduled to go into distribution at the rate of four per month in 1957. Krushen also conducted a discussion on liaison with exhibitors, optimum use of prepared materials and relations with critics, editors, and TV-radio representatives.

Lapkin Named

(*Continued from page* 1)

and the purchase of International Latex Corp. by the company.

When Cinerama became one of the subsidiaries of Stanley Warner, he supervised the making of "Cinerama Holiday" and "Seven Wonders of the World" and is presently handling the fourth Cinerama in production, "Search For Shangri La."

Lapkin is a graduate of Columbia College. He entered the real estate business, became a vice-president of Albert M. Greenfield & Co., the national real estate and private banknig firm and was active in legitimate and motion picture theatre financing and reorganization. Before Pearl Harbor he volunteered for active naval duty, entering the service as a lieutenant and while on active duty for 62 months, achieved the permanent rank of full commander.

Upon demobilization in 1945, he joined Fabian Enterprises, because an officer and director and played a major role in the negotiations which led to the purchase by the Fabian interests of the Warner family holdings in the Warner theatre chain which was re-organized as the Stanley Warner Corp.

Sues Fox, Others For Credit in 'King'

Twentieth Century-Fox, Darryl F. Zanuck, Charles Brackett and the Roxy Theatre here were named as co-defendants in a $200,000 suit filed yesterday in New York Supreme Court by dancer Gemzy DeLappe, who charged the defendants with breach of contract in regard to screen credits.

Miss DeLappe, in her brief, said that 20th-Fox, Zanuck, Brackett and the Roxy "willfully, maliciously and intentionally refrained from giving her screen credit for her role as King Simon of Legree in the production of 'The King and I' and gave screen credit, instead, to a Marion Jim, who did not perform."

20th-Fox Net

(*Continued from page* 1)

ter ended June 30, 1956 amounted to $1,695,931, equal to $.65 per share.

Film rentals for the period decreased slightly to $77,719,336, as compared with $77,654,821 for the corresponding weeks of 1955.

The company declared a quarterly cash dividend of 40 cents per share on the outstanding common stock, payable Dec. 27, 1956 to stockholders of record on Dec. 10.

Proxy Dispu

(*Continued from page* 1)

ting results," one said. "No r able person should have any q with that."

It was pointed out also that still not too favorably disposed t Loew's management have co with no candidate of their o head the company of either cient stature or compelling ground to win the backing of stockholder groups whose s would be essential to the succ any serious proxy contest.

Considering Several New Proposals: Sch

Dore Schary yesterday iss statement confirming the term of his services at Loew's Inc. a president in charge of product the M-G-M studios in Holly He also said he is considering proposals on which he has made no decision. The statemer

"I now wish to confirm the that I am no longer vice-presi charge of production at Loew After Dec. 31, 1956, for appro ly 10 years, I will continue to consultant and advisor to the pany on a non-exclusive basis.

"I am grateful to and wish to the many loyal men and wor the studio who have worked w and who can be proud of th complishments in the films pro Also the friends I have in the pany.

Proposals 'Extremely Interes

"While several of the pr made to me in the last two d extremely interesting, I can m decisions about them now. Aft 31, 1956, when I hope to hav pleted "Designing Woman" at 1 I will take a vacation and the sider my plans for the future, will definitely involve the pro of motion pictures.

"In my reply to some of the questions as to whether I reg participation on behalf of the cratic party during the presi campaign, I wish to say that only have no regrets but I am of it."

NEW YORK THEAT

RADIO CITY MUSIC HAL
Rockefeller Center
MARLON BRANDO · GLENN FORD
MACHIKO KYO
starring in CinemaScope and METROCOLOR in
"THE TEAHOUSE OF THE AUGUST MOO
AN M-G-M PICTURE
and THE MUSIC HALL'S GREAT CHRISTMAS SH

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd B Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Willia nup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturda days and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under th March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

PEOPLE

oseph Slevin, formerly an adver- g official with British Information ices in New York, has joined Graw-Hill Book Co. as head of rtising and promotion of its Tex- and Language Master depart- ts.

□

. N. Thomas, formerly of Black- r and Nashville, Ga., has been ed manager of the Stein Theatres shburn, Ga. He replaces T. A. ougal, who has been moved to the Theatres in Jacksonville, Fla. mas will manage both the Turner Joy Drive-In. He has been with circuit for three years.

□

obert B. King has been appointed manager for Taiwan, it was an- ced yesterday by Walter Bran- RKO vice-president in charge of dwide distribution. King suc- s William Yao, resigned.

□

rs. Elizabeth Reiff, mother of rd Reiff, one of the owners e Modern Theatres circuit, Cleve- will celebrate her 90th birth- on December 4 at her winter e in Miami Beach. With her will loward and her son-in-law and hter, Mr. and Mrs. Jim Watson.

x Denies

(*Continued from page* 1)

maScope 55 is the finest in film entation today."

e company representative cited alues of the medium—the elimina- of grain and distortion and the anced qualities of audience par- ation which CinemaScope 55 to the public." He also cited critical and public response to CinemaScope 55 productions as ousel" and "The King and I," g simply, "they liked the proc-

e 20th-Fox official also reiterated tement by president Spyros P. ras, made earlier this month, of company's intent to produce top ures in CinemaScope and color, -and-white CinemaScope, and lard black-and-white and pointed kouras' statement that the com- intends to equip a number of res with CinemaScope 55 projec- equipment for the roadshow pres- ion of "The Greatest Story Ever ."

e statement from the 20th-Fox al was elicited by a report by h McLachlan, chairman of the d States Association equipment lardization committee, before the itor group's convention in Dallas. achlan told convention delegates 20th-Fox would not release films 55mm. but would use release s that could be projected on the m. projectors if it decided on wide ure film.

MARTIN QUIGLEY JR., editorial director of Quigley Publications, gives Samuel Lindley, Jr., merchandising director of Lustre Creme Shampoo, a sealed envelope containing the name of the top actress in the 25th annual exhibitor poll of Money Making Stars conducted by Motion Picture Herald for FAME. The actress' name, to be announced along with the Top Ten winners next week, is the key to the $35,000 Lustre Creme Sweepstakes contest conducted nationally by that company during the last two months. Persons who guessed her name correctly in the Sweepstakes will receive their prizes on the "Strike It Rich" television program Dec. 14.

MPAA Group Reports on Business Building Plans

The Advertising and Publicity Directors Committee of the Motion Picture Association of America met here Wednesday night to hear from its sub-committee chairman reports on all phases of its business building program.

Roger H. Lewis, chairman of the MPAA committee, said here yesterday "there is nothing to report about the meeting, but that work is progressing." Each sub-committee of the Advertising-Publicity group has been working on its individual project with an eye towards launching the overall plan in 1957.

AMPA To Have Annual Holiday Party Dec. 18

The Associated Motion Picture Advertisers' 40th annual Christmas party will be held Tuesday, Dec. 18, at the Picadilly Hotel here, it was announced yesterday by David A. Bader, presirent of AMPA.

Robert C. Rothafel, managing director of the Roxy Theatre, has been named master of ceremonies, Bader said. Special activities are planned to commemorate the 40th anniversary of the traditional party, he added.

Rename Grand Chmn.

Lester Grand, Confection Cabinet Corp., Chicago, has been named exhibit chairman for the 1957 convention of the National Association of Concessionaires, to be held Nov. 20-23 at the Hotel Americana in Miami Beach jointly with other film industry groups. Grand performed as exhibit chairman at the New York Coliseum during the 1956 convention.

Seaton to Ask

(*Continued from page* 1)

next Tuesday here according to an MPAA official.

The MPAA directors are also slated to meet a second time on Dec. 11 to hear a status report from their committee on self-regulation.

Seaton, along with Y. Frank Freeman, vice-president of Paramount Pictures and board chairman of the Association of Motion Picture Producers, will appear before the MPAA board on Tuesday. The Academy Awards president, who met early this year with MPAA president Eric Johnston, will renew his bid for the companies to pick up the tab.

The Academy president pointed out earlier this year that it would cost the industry $400,000 or less to sponsor the annual show. In the past, and for the coming year the Oldsmobile Division of General Motors has sponsored the radio and television broadcasts.

Freeman will present the company presidents with the AMPP's and Hollywood's attitude toward the MPAA six-point business building program. Thus far, an official report on the West Coast position has not been received here by the MPAA business builders coordinating committee, which is chairmanned by Spyros P. Skouras, president of 20th Century-Fox. The Hollywood studio heads and their advertising and publicity chiefs, following an appraisal of the MPAA six-point plan, came up with a counter plan, the Golden Jubilee, which included the MPAA proposals on building the box office.

On Dec. 11, the board of directors of the MPAA will hear from its subcommittee on self-regulation recommendations on the make-up of the Appeals Board of the Code Administration being expanded to include independent producers and exhibitors.

The self-regulation committee of the MPAA board is composed of Barney Balaban, Daniel T. O'Shea, A. Schneider and Eric Johnston. A working sub-committee includes Robert J. Rubin, Paul Quinn, Ray Bell, Kenneth Clark and Sidney Schreiber.

Johnston will preside at both meetings of the MPAA board.

. . . NEWS ROUNDUP

Am-Par Appoints Goodman

The appointment of Goodman Advertising, Inc., of Los Angeles to handle all advertising, promotion and public relations for the new Am-Par Pictures Corporation has been announced by Irving H. Levin, president. Am-Par is the new production subsidiary of American Broadcasting-Paramount Theatres, Inc.

■

To Close K.C. Art House

One of the oldest art theatres in Kansas City, Mo., the Vogue, will be closed down Sunday by Ed Golden, operator of the house. He said the primary reason for the closing is a shortage of "quality product" needed for successful operation of an art theatre.

■

Makelim Film to Roll

"Valerie," producer Hal R. Makelim's second of a series of pictures for United Artists release will start shooting Dec. 10 at the RKO-Pathe studios in Culver City. The picture is a post-Civil War drama starring Anita Ekberg, Sterling Hayden and Anthony Steele, and will be co-produced with Robert Fellows.

■

'Ten' Breaks Theatre Record

The "Ten Commandments" set a new all-time box office record at Stanley Warner's Beverly Hills Theatre when the film's second week, $40,000, topped the previous high established in the first week of "Hans Christian Andersen" in 1952.

■

'Teahouse' Takes $23,000

M-G-M's "Teahouse of the August Moon," coupled with the Christmas Show at the Radio City Music Hall here, took in an opening day's gross of $23,000 yesterday, according to the film company.

■

V.C. Meets Here Thursday

A meeting of New York Variety Tent No. 35 at Sardi's Restaurant has been called by Harold Klein chief barker for next Thursday at 12:30 P.M.

PARAMOUNT PRESENTS

BURT LANCASTE

EAST-WEST
World Premieres

THURSDAY,
December 13th
ASTOR,
NEW YORK

WEDNESDAY,
December 19th
FOUR STAR,
LOS ANGELES

CO-STARRING
WENDELL
COREY
LLOYD
BRIDGES
EARL
HOLLIMAN
CAMERON
PRUD'HOMME

DIRECTED BY
JOSEPH ANTHONY

SCREEN PLAY BY
N. RICHARD NASH

BASED ON HIS PLAY PRODUCED
ON THE NEW YORK STAGE

MUSIC SCORE BY ALEX NORTH

TECHNICOLOR®

VISTAVISION
MOTION PICTURE | HIGH-FIDELITY

suddenly...happiness
flooded through her!
she was crying...
he was crying...

Paramount Pictures

HAL WALLIS' PRODUCTION

KATHARINE HEPBURN

In addition to its superlative star-team, it introduces a new wonderful young star, EARL HOLLIMAN.

E RAINMAKER

Allied's Resolutions Called 'Most Constructi

MPAA Lauded For Efforts to Aid Box-Office

(Continued from page 1)

bring about better relations between the several industry branches and plan ways and means for rescuing the industry from its present difficulties," commended the work of Ruben Shor, president, deplored the failure of distribution to provide leadership in bringing branches of the industry together as was done in the past "by such men as Sidney R. Kent and William F. Rodgers."

The organization also expressed its encouragement of efforts of the Motion Picture Association of America in planning to make a vigorous attack on "the boxoffice depression" and called upon the MPA to consult with exhibitors through their established organizations.

In an amendment to this resolution proposed by Benjamin Berger it was proposed that if the distributors do not consult with exhibitors the matter be taken up with Senator Hubert Humphrey.

The arbitration system Allied now seeks is one "in accordance with the recommendations contained in the reports of the Senate Select Committee on Small Business dated Aug. 2, 1953, and July 27, 1956."

'No Look' Policy Hit

M-G-M was asked to revise its "no look" policy established on the films "I'll Cry Tomorrow" and "High Society." Other companies were asked to give up such policies and "abandon rigid national policies" by giving branch managers authority to set rentals on the basis of "ability to pay."

The alleged practice of distributors of failing to make pictures available to some exhibitors "on their accustomed availabilities" was condemned. The resolution called for more prints where needed and discontinuance of shipping prints from one exchange to another "for a temporary financial gain." It was asserted that a policy of respecting "established availabilities" would prove "more profitable for exhibitors and distributors alike."

Television Clearance Treated

On television clearance the convention empowered the Allied board "to explore the feasibility of establishing legal clearances for theatres over television with regard to motion-pictures-to-television, bearing in mind that the four-year time lag in supplying pictures to television may not always prevail and that, since pictures are shown by television free of charge, clearances such as prevail between different theatres would be wholly inadequate."

It was previously reported that Allied would seek a minimum of five years or more clearance from last-run theatre showing to television exhibition.

Consultation Urged

While recognizing the need for distribution to eliminate needless expense, the companies were urged to consult with exhibitor organizations before consolidating film exchanges, reducing sales forces or curtailing services so that the exhibitors' minimum requirements would be taken care of.

The convention commended the work of the Joint Committee Against Pay-TV, especially Trueman T. Rembusch; praised the distinguished service of the late Alfred Starr, expressing sympathy to his family and his associates on his sudden death; asked TOA to name a representative to the joint committee "so it may continue to function expeditiously and efficiently."

The previous stand in support of features by former affiliated circuits was reaffirmed and Allied associated itself with other exhibitor groups in urging the Department of Justice to grant the necessary permission for them to proceed under "proper safeguards to prevent recurrences of abuses which led to the government's suit."

Federal Tax Relief Asked

The final resolution was a petition to the Government and to Congress for tax relief to small businesses by cutting the excess profits tax from 30 per cent to 20 per cent, taxing small business with fewer than 10 stockholders as partnerships, by liberalizing depreciation all and by allowing estates businessmen to pay estate ta a period of ten years.

Allied's resolution on sex and advertising was especiall

"We deplore the fact tha exhibitors in their anxiety fo porary financial gain have ri good-will and lowered the s of the business by running 'sex pictures' and pictures g sex, dope and other perversio are offensive to the vast ma theatre-goers. We also dep fact that so-called 'borderl tures' are being promoted companies, and in some case hibitors, by offensive and of leading advertising which widely criticised by the pr by religious, civic and welfar izations. We call upon all w offended in these particulars their ways before they do irr harm to our business, whic fering under enough handic without deliberately creating al ones."

In connection with traile asked that M-G-M and Warn two different trailers, "one to appeal to sophisticated a in the large metropolitan the another suitable for use i town theatres and those spe in action pictures." The h expressed that, if these tw panies adopt the custom, oth do likewise.

Kerman Situation A Sur

There was some surprise Allied delegates that no r was presented to the conver dorsing and urging support Moe Kerman plan to have e contract for 10 pictures to 1 in 1957. Such a resolution ommended at the small situa clinic. Failure of the resoluti mittee, headed by Myers to a resolution, came as a blow man, Jack Braunagel and Ja son, associated in promoting

Time Called Insufficie

Braunagel and Jackson we time at the convention Wedn describe the plan in detail a lets soliciting contracts w tributed to all the delegates reported that there had n sufficient time to prepare a tion. However, the matter taken up at the allied board about Feb. 1.

No Declarat Registered Kerman P

Honor Cole for 40 Years Of Service to Industry

"For 40 Years of Devotion to the Motion Picture Industry and Allied States Association of Motion Picture Exhibitors."

That is the reason Allied has honored the 74-year-old Col. Harry A. Cole at its 27th annual convention which concluded last night with a banquet for him at the Statler Hilton Hotel in Dallas. Col. Cole now is preparing for retirement from active exhibitor organizational work after 32 years of participation in it—in Texas circles and in national exhibition affairs.

Train dispatcher, fire insurance inspector, lumber company employee, real estate broker, hash slinger, soldier and theatre owner and operator. These are but a few of the vocations in which the Brooklyn, N. Y., born industry leader has participated during an illustrious career in the business world.

To quote Abram F. Myers, general counsel and board chairman of the theatre association, Col. Cole was one "of a small band of brave spirits" that formed, at least five years before the birth of National Allied, an Allied States Association to strive "against fearful odds to create a strong national organization that would function solely in the interest of the independent exhibitor and provide a bulwark against the further encroachments of the producer-distributors. On Dec. 17, 1928, the present Allied States Association was formed by a committee of exhibitors—Col. Cole, Al Steffes, Glenn Cross, Jim C. Ritter, Herman Blum, E. M. Richey, Dave Cockrill, E. P. Smith and Charles Casanave. They retained Myers as president and general counsel.

When one talks or discusses Allied, mention is always made of the Colonel for both are synonymous. Myers, on the occasion of the organization's 20th convention in 1948 in New Orleans, attested to this as he gleaned "from the musty files of Colonel Cole much history about Allied States Association and intermingled in the history were resolutions and information showing that part played by Col. Cole."

M. P. DAILY picture

ACKNOWLEDGING the tributes to him, at the Allied convention: Col. H. A. Cole, of Texas and National Allied.

As the veteran exhibitor head of Texas Federated Theatres looks back upon his career in our business, he must feel very proud for his role in shaping the motion picture industry and exhibition. The wisdom, experiences and guiding hand of Col. Cole must and always will be given credit for making the industry what it is today.

The 1956 meeting of National Allied honored the Texan most enthusiastically. "His inspirational participation in the victorious World War II Federal admissions tax campaign alone entitles him to great honor at any industry convention, anywhere, at anytime," Myers said.—*L. D.*

Bringing together the buyers and sellers of the free markets of the world

The WORLD MARKET

EDITION OF

MOTION PICTURE HERALD

issue of December 15th

Whether you sell *from* the United States or *to* the United States, or to *any* of the free markets of the world, your international message to the buyers for the theatres of the world should be in the annual World Market Section of Motion Picture Herald.

The international market is becoming greater and greater—more and more important to all who make motion pictures, equipment and other supplies for theatres and for those who service them. It is estimated that the business of American motion pictures in export markets during the next twelve months will total over a billion dollars—almost as much as the American market.

Slanted to the Foreign Buyer . . .

Presenting a survey of developments in the expanding foreign markets, by Herald correspondents throughout the world, the World Market Edition commands immediate attention among foreign buyers—then is retained for reference in making future purchases. Advertisers report continued response for many months.

Directory of Equipment Manufacurers . . .

One of the features of the World Market Section which make this edition a buyers' reference book of enduring value is the *World Market Buyers Index.* Here leading manufacturers and suppliers of products for the theatre are listed according to type of product, *with advertisers in this issue distinguished by boldface type.* Additionally, the listing includes the page number of the advertisement.

Active in Clinics at Allied's Convention

Jack Kirsch

Irving Dollinger

Sidney Stern

Benjamin Berger

'HomeTheatre'

(*Continued from page* 1)

ing required will be completed by the end of this year," Garfield told MOTION PICTURE DAILY. "In four or five months or less, the necessary construction and installation of the cables can be completed," he added.

The point of origin of the features to be distributed to the homes in Bartlesville may be in the theatre, even in the theatre projection booth if space is available, or elsewhere at the election of the exhibitor, Garfield said.

Circuit Totals 150 Houses

In Bartlesville Jerrold Electronics Corp. is handling the design and installation of the "Cable Theatre" film distribution system on a contract basis with Video Independent Theatres, Inc., a circuit with 150 theatres in the Southwest. Vumore, Inc., a subsidiary of the theatre company, will own and operate the installation. Jerrold has previously supplied community television systems to the Video company.

In a statement made last April before the Senate Interstate and Foreign Commerce Committee on behalf of Milton J. Shapp, Jerrold Elecronics Corp. president, Garfield said "we are convinced that the progressive motion picture theatre operators of America are natural allies in the development of cable theatres."

Declined to Address Allied

Garfield declined an invitation to address the Allied convention here but was available for consultation with exhibitors individually. The Jerrold company is reported sensitive to differences of opinion on wired television of first run features in various branches of the industry and anxious to make sure that its position and policies are not misunderstood.

Stellings Holds Meetings

(*Continued from page* 1)

and Adolph Schimel of Universal Pictures, Spyros P. Skouras and William C. Gehring of 20th Century-Fox and Charles Reagan of Loew's, Inc.

A report on what occurred in each meeting was not forthcoming from TOA or the principals involved. However a TOA official said Stellings will have something to report on Friday afternoon.

The TOA executive is scheduled to meet with Walter Branson, RKO Pictures; Barney Balaban, Paramount; and A. Montague, Columbia today. He is also seeking to meet with executives at other companies.

Clinic Hears Proposal For 1-Week Closure

Special to THE DAILY

DALLAS, Nov. 29—The final business session of the Allied States Association convention, presided over by Jack Kirsch, chairman of the Allied Emergency Committee, heard reports of the conclusions of the film clinics held Wednesday and Thursday morning.

Irving Dollinger reported on the large city clinics; Elmer Huhnke, on small situations and Edward Ornstein for the drive-in clinics. Various distributor selling practices were criticised. A proposal from the floor by H. A. Daniels, Seguin, Tex., that all theatres close for a week was passed over by Kirsch, who said that exhibitors would never agree on such a course. Particular stress was placed on seeking statements from the distributors that special consideration would be given theatres grossing under $1,000 weekly.

Benjamin Berger addressed the convention but did not give one of the fire-and-thunder speeches for which he is famous. He did criticize a number of practices including selection of titles and excessive terms.

Sidney Stern, New Jersey, suggested that Allied hire a press agent to improve the situation of the organization's position both in the trade and lay press. Kirsch, as chairman, said that was an excellent idea but required funds and too often the units were not prepared to pay their proportional share.

Shor said the Stern proposal would be put on the agenda of the February board meeting.

Am-Par Starting Film

HOLLYWOOD, Nov. 29. — "Beginning of the End," first picture to be produced by Am-Par Pictures Corp., wholly-owned subsidiary American Broadcasting-Paramount Theatres, will be started Monday at the Republic Studio.

Television Toda

In TV Programming

Predicts 'Fan Loyalty' Will Sustain Future of 30-Minute Filmed Series

HOLLYWOOD, Nov. 29.—"Half-hour TV film series will survive a forms of TV programming," was the reply of producer Louis F. Edelma asked how they might be affected by the one-hour shows, 90-minute S lars and the multi-billion dollar stock of feature films recently released by the major film companies.

Mr. Edelman, with a long list of credits as a producer of feature films, and now identified in the TV field with such successful half-hour filmed programs as Danny Thomas' "Make Room for Daddy," "Wyatt Earp" and "Jim Bowie," said "there just isn't enough writing talent around to build and sustain more hour and hour-and-a-half shows than those now being presented that are constantly fighting for material."

'Stretching Story' Difficult

It's tough enough to get consistently good shows in a half-hour series, but it's a lot easier than trying to stretch the story and interest beyond the 30-minute format," Edelman continued.

Referring to the vast supply of feature films now available, Edelman drew a parallel on his experience as a veteran feature producer and said, "the public will only come to see those that are good. A good number of those features didn't draw them into the theatres when they were shown originally. What kind of a rating do they expect to earn now from a viewing audience with multi-channel selectivity?"

Cites Personal Friendship

The producer, with all of his shows currently being featured over the ABC-TV network, had this to add on the longevity of the half-hour series programs: "The viewer experiences a 'personal friendship' with the star personality or host of a half-hour series, and looks forward to their weekly visits to his home. Some 'friendships' last longer than others, but the loyalty to those personalities is the basis for the sustaining future of half-hour series entertainment."

Mr. Edelman concluded with the aside that "the little box with the 21-inch picture, offering the most intimate form of entertainment ever conceived, is noncompetitive to the entertainment afforded theatre ticket buyers seeking escape via the scope and production values found in feature length motion pictures."—S.*D.B.*

Birmingham Wins Out For TV on Channel 9

WASHINGTON, Nov. 29. — The Federal Communications Commission has granted a Birmingham, Ala., television station to the Birmingham Television Corp. This company grew out of a merger of two firms pre competing for the channel—H. Balaban Corp. of Chicago an ston Salem Broadcasting Co.

SPONSOR NO

Pan American World Airw signed for sponsorship of the R. Murrow-Fred W. Friendly Now Series, getting underwa "The Secret Life of Danny Dec. 2, to be co-sponsored wit ton, Inc. Pan American, h will assume full sponsorship nine shows in the 1957 series. Time Corp. has extended its o sponsorship of NBC-TV's night Steve Allen Show. Th tional order is for Timex watch Standard Brands will sponsor ternate-week segment of N Queen for a Day starting Jan The 52-week order represents 000 in gross revenue. . . . Kraf has made its first major mo daytime sponsorship, ordering 000,000 advertising schedule o TV. The order calls for repe tion on Tic Tac Dough, Matin atre and Comedy Time.

Reed Residual Sum To Actors in 4 Seri

HOLLYWOOD, Nov. 29. board of directors of the Screen Guild today announced approv settlement with Roland Reed sion Companies, recently pla the Guild's unfair list, under t which $100,000 in residual pa will be paid to the actors empl four television series.

At the same time SAG rei bargaining contract with all companies.

NBC 25-Year Club Induct 18 Members

Eighteen employees of the N Broadcasting Co. will become bers of the NBC 25-Year Club organization's sixth annual lu next Wednesday at the Wald toria. The honored guests v weleomed into the club by B. Jaeobsen, NBC director of per

Heads of the various divisio departments represented by t members will present watch certifieates to the employees.

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

30, NO. 105 NEW YORK, U.S.A., MONDAY, DECEMBER 3, 1956 TEN CENTS

TORIAL

ed Convention hange of Pace

By Sherwin Kane

ME of the oratorical fireworks free-wheeling controversy acteristic of many Allied conventions of the past to be missing from the ses- ld in Dallas last week, many l that they were replaced by ng of greater value to Allied s and much more welcome industry at large.

the convention attitude was ; its action aimed at the right or once.

•

's chairman, Abram Myers, the resolutions adopted by the ion "constructive," and said were more of them of this an at any previous Allied con-

tial observers who will read lutions will find it difficult to with Myers' statement.

not only are resolutions for deliberations with distrib- a mutual problems and to ex- a industry arbitration formula ane which does not automa- and beforehand bar distrib- om participation in it, but portant, there are expressions d to the advertising, exploi- nd production of motion pic- o efforts to increase theatre ge and to ease the tax bur- hard-pressed exhibitors.

•

f these are clear evidence of gnition of the real—not the problems of the day. We say because berating distribution duction will not help exhibi- e bit. If distributors conceded laim, unreasonable as well as ble, that exhibition made up- e theatres would be no better t the same time, they failed increasing patronage.

at respect Allied has recog- nd is giving attention to the blems of the day. Insofar as done so, its 1956 convention genuine service to its members nd to the industry after.

ROBERT J. O'DONNELL, selected the 1956 "Pioneer of the Year," receives the award plaque from Jack Cohn (left), president of the Motion Picture Pioneers. Sol A. Schwartz (right) was general chairman for the dinner, at which more than 400 Pioneers participated in tribute to O'Donnell at the Waldorf-Astoria last Friday night. The full text of the plaque inscription appears on page 5.

400 Honor Robert O'Donnell As M.P. Pioneer of Year at Annual Dinner

By SHERWIN KANE

Nearly 400 Motion Picture Pioneers from all branches of the industry and all sections of the country gathered at the Waldorf-Astoria Hotel here last Friday for an evening of relaxation and fun at the Pioneers 18th annual dinner.

Robert J. O'Donnell, vice-president of Interstate Circuit, Dallas, was proclaimed the Pioneer of the Year and as such was properly roasted and toasted by his industry colleagues. Jack Cohn, president of the Pioneers, and Sol A. Schwartz, dinner chairman, presided, assisted by Ned E. Depinet, George Dembow and Marvin Kirsch, co-chairmen.

For complete picture and story report of the Motion Picture Pioneers dinner, turn to pages 4 and 5 of this issue.

Bob Hope, long-time friend of O'Donnell's, was master of ceremonies.

Membership in the Pioneers is open

(*Continued on page* 5)

On Allied Stand

ReactionMixed To Resolution On Arbitration

Co. Executives Reiterate Approval of Arbitration

By LESTER DINOFF

The Allied States Association resolution to initiate negotiations with producer-distributors for the establishment of arbitration and conciliation systems was met at the weekend by industry figures with a mixed reaction.

The national exhibitor organization voted, at the conclusion of its convention in Dallas, to seek an arbitration system "in accordance with the

(*Continued on page* 5)

Roger Lewis To Address MPA Board Tomorrow

Roger H. Lewis, chairman of the Advertising and Publicity Directors Committee of the Motion Picture Association of America, will report to the company presidents tomorrow morning on his committee's progress in getting the business builders program underway, according to an MPAA official.

Lewis and a number of his advertising-publicity associates will inform

(*Continued on page* 6)

Industry Ad Critics Hit By Youngstein

Max E. Youngstein, vice-president of United Artists, replied Friday to recently published charges that motion picture advertising in "lurid" by declaring that "we are the direct descendants of the circus and we will continue in that vein." He said the yardstick for film ads should be

(*Continued on page* 6)

Many Industries Seek Federal Tax Easement

By J. A. OTTEN

WASHINGTON, Dec. 2.—Hearings currently going on before a House Ways and Means subcommittee make it clear that the motion picture industry will have vigorous competition next year from other industries for excise tax relief.

In fact, the hearings indicate that

(*Continued on page* 6)

TOA to Report Today On Company Meetings

The Theatre Owners of America's report on meetings between its president, Ernest Stellings, and company heads and sales executives is expected to be made today.

Stellings, who returned to his Charlotte home over the weekend, met last Wednesday, Thursday and Friday with executives at 20th Century-Fox, Columbia, Universal, RKO

(*Continued on page* 6)

Television Today
Page 7

PERSONAL MENTION

JAMES H. NICHOLSON, president of American International Pictures; SAMUEL Z. ARKOFF, vice-president, and LEON BLENDER, national sales manager, arrived in New York yesterday from the Coast.

•

HARRY M. KALMINE, vice-president and general manager of Stanley Warner theatres, and BERNARD G. KRANZE, vice-president of Stanley Warner-Cinerama, left New York yesterday by plane for Havana.

•

ROBERT TAPLINGER, Warner Brothers vice-president and director of advertising and public relations, will arrive in New York today from Hollywood.

•

WILLIAM DOZIER, RKO Radio vice-president in charge of production, will leave Hollywood by plane on Wednesday for Miami Beach.

•

R. E. WARN, vice-president of Westrex Corp., is in Hollywood from New York.

•

MORRIS LEFKO, Paramount sales executive on "The Ten Commandments," returned to New York at the weekend from Louisville and Indianapolis.

•

SAM SPIEGEL, president of Horizon Pictures, returned to New York on Friday from London via B.O.A.C.

•

RUBE JACKTER, Columbia Pictures assistant general sales manager, will leave New York today for Chicago.

•

HAROLD HECHT and JAMES HILL, of Hecht, Hill and Lancaster Companies, left New York on Friday for London.

•

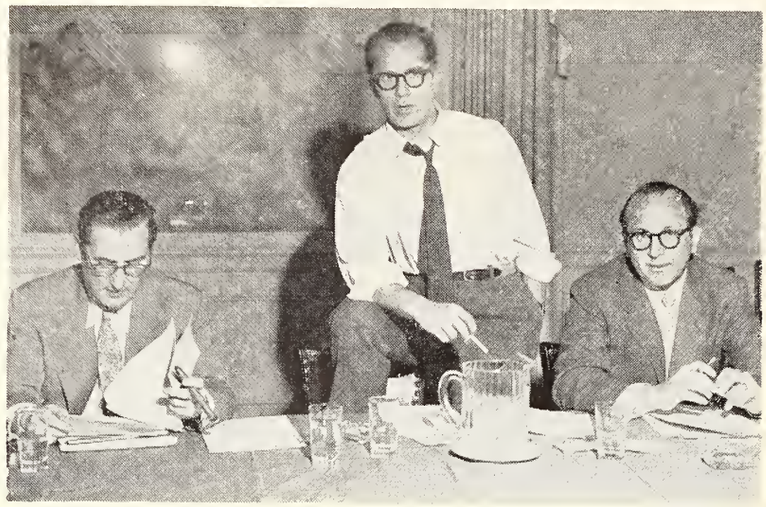
JOSEPH MANKIEWICZ returned to New York over the weekend from Rome.

•

JAMES MASON left New York on Friday for London via B.O.A.C.

S-W Books 'Carnival'

Artists-Producers Associates and Stanley Warner Theatres have jointly announced the acquisition of "The Big Fun Carnival" film series by Stanley Warner for Christmas season bookings through the circuit. The series of twelve pictures, produced by Artists-Producers, is of 90-minute variety programs for children's matinees, starring Marian Stafford, Jared Reed and the Bunin Puppets.



ROGER H. LEWIS, United Artists national director of advertising, publicity and exploitation, conducting a workshop forum at the company's national fieldmen's convention at the Hotel Warwick here. Exploitation manager Mori Krushen (left) and Alfred H. Tamarin, assistant national director of advertising, publicity and exploitation, also addressed the conclave.

WB Sets Managers' Contest with 'Sun'

Warner Brothers will conduct a nationwide exploitation contest for theatre managers in the United States and Canada in connection with its featurette, "Chasing the Sun." The contest, which began Saturday, will run through June 15, 1957. The 15 winning theatre managers and their wives will have a two-week, all-expense-paid trip to Florida.

The contest has been set up in collaboration with Florida state attractions which are featured in the film. The world premiere of the picture will take place Wednesday at three theatres in the Miami area.

Warner Building Sold For $2,500,000 Here

The ten-story Warner Bros. office building at 309-27 W. 44th St. has been sold to Charles Benenson, it was reported by John J. Reynolds, Inc., real estate agents. The property, including the adjoining two-story exchange building, was held at $2,500,000.

Possession of the property will be given in about 18 months, when Warners obtains possession of new quarters in a building erected at 666 Fifth Ave.

Republic Dividend

A dividend of 25 cents per share of preferred stock was declared last week by the board of directors of Republic Pictures. Dividends are payable Jan. 2, 1957, to stockholders of record as of Dec. 10, 1956.

Book 'Persuasion' in 8 Detroit Second-Runs

Special to THE DAILY

DETROIT, Dec. 2. — Cooperative Theatres of Michigan, one of the biggest booking agencies in this area, has completed arrangements to put Allied Artists' "Friendly Persuasion" and "Calling Homicide" into eight second-run theatres here, starting Dec. 25.

Said to be the first national deal of this type, the booking will start the double bill on a day and date basis in the theatres. Admissions are scheduled to go up to $1.10 in all the situations. None of the regular downtown theatres are involved in the booking arrangement.

Japanese Executives Here on Film Week

Goro Uzaki of Toho Films and Tak Koide of Shochiku Co. have arrived in New York from Los Angeles to formulate plans for the Japanese Film Week to be held at the Museum of Modern Art here, Jan. 20-25.

The Japanese film executives, representatives of the Motion Picture Association of Japan, are working with officials of the Foreign Film Advisory Committee of the Motion Picture Association of America in setting up all arrangements for the six days of screenings.

T-L Dividend Up

Trans-Lux Corp. Friday declared a 20 cent dividend for 1956, payable Dec. 20 to stockholders of record as of Dec. 12. Trans-Lux has been paying 15 cents dividend annually of late, the company announced.

U-I Meet Coast Tod

Special to THE DAILY

HOLLYWOOD, Dec. 2.—Ur International's 1957 distributio are to be finalized at the we sales executive conference ope Universal Studios here tomor der the chairmanship of Ch Feldman, vice-president and sales manager of the company

Milton R. Rackmil, presi U-I; Alfred E. Daff, executiv president; N. J. Blumberg, c of the board, and other executi business managers arrived o weekend to participate in th ings.

Following the conference he sion managers will hold region ings with their entire sales o tions to acquaint their staf the distribution-promotion plar

Executives in attendance wil special screenings of fortl U-I releases, including an invi press preview of "Battle Hyr

Jaffe, FAC Merge

HOLLYWOOD, Dec. 2 — Artists Corp. and the Jaffe merged this week into a sing pany to be known as Famous Associates. Sam Jaffe will b dent of the new organizati Charles F. Feldman has been chairman of the board of direc

PRODUCERS ATTENTI

I have a 'socko' story the th which 3 years of intensive resea proven, was never used for a wood production!

Those interested write Box 123, PICTURE DAILY, 1270 6th Ave., N

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NOW FOR THE FIRST TIME FROM U-I THE "FIRST" COMPANY!

SEE HOLLYWOOD SNEAK PREVIEW AUDIENCE REACTIONS THROUGH *ON-THE-SPOT FILM COVERAGE!*

WE WANTED YOU TO SEE AND HEAR FOR YOURSELF THE ENTHUSIASM OF YOUNGSTERS AND ADULTS ALIKE

for...

ROCK, PRETTY BABY

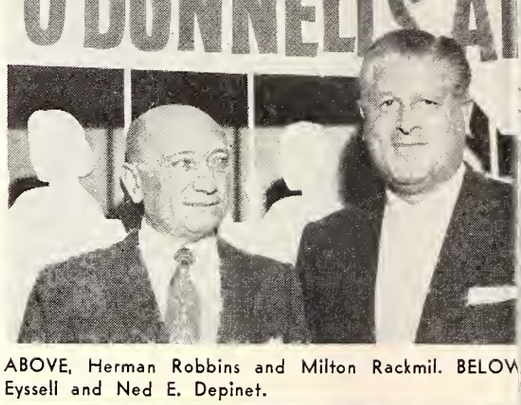
ASK YOUR *U-I* BRANCH MANAGER TO SCREEN THIS SPECIAL FILM! *(Taken at the sneak preview, Encino Theatre, California, November 9th).*

P.S. ASK, TOO, WHEN "ROCK, PRETTY BABY" WILL BE SNEAK-PREVIEWED IN YOUR EXCHANGE CITY!

Universal International

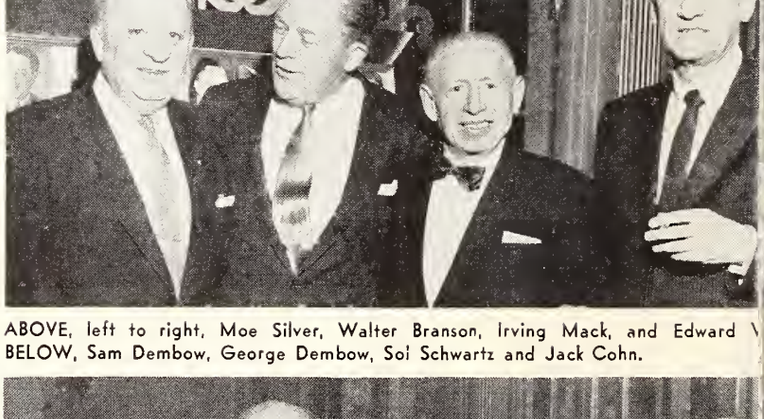
At Annual Reunion of Motion Picture Pioneers

Conviviality was the rule as m bers of the Motion Picture Pio gathered for their 18th annua ner at the Waldorf-Astoria Ho New York on Friday night. J groups caught by the camer pictured here.



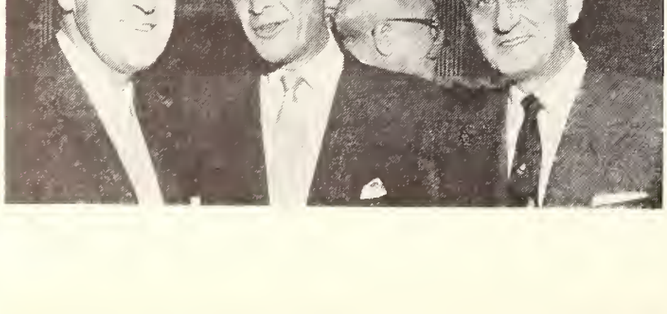
ABOVE, Herman Robbins and Milton Rackmil. BELOW Eyssell and Ned E. Depinet.

ABOVE, left to right, Charles Reagan, Ed Rowley, E. V. Richards, and George Skouras. LEFT, Harry Morris, W. A. Scully, Bob O'Donnell.



ABOVE, left to right, Moe Silver, Walter Branson, Irving Mack, and Edward V BELOW, Sam Dembow, George Dembow, Sol Schwartz and Jack Cohn.

ABOVE, left to right, Milton Rackmil, Jack Cohn, Nate J. Blumberg, and Phil Reisman. BELOW, Al Daff, Abe Schneider, Max Cohen.



Photos by Morris

nbers of the Pioneers Dinner Committee

h Sol A. Schwartz as chairman Ned E. Depinet, George Dem- and Marvin Kirsch as co-chair- the Pioneers 1956 Dinner Com- consisted of: Raymond Willie, Mandel, Charles A. Alicoate, Starr, Chester B. Bahn, and J. Takiff.

b Berg and Fred Herkowitz in charge of publicity for the .

duct 45 Veterans to M.P. Pioneers

lass of 45 veterans of at least rs in the industry was inducted nembership in the Motion Pic- Pioneers at the 18th annual of the organization last Friday at the Waldorf-Astoria Hotel Members of the class were:

n Q. Adams, Interstate Circuit; r B. Bahn, Film Daily; Robert llantyne, Ballantyne Co.; Her- Robert Beiersdorf, Independent st., Dallas; John Bixler, Strand re, Scottdale, Pa.; Russell A. , Loew's Theatres, St. Louis; W. Bridge, Paramount Dist., ; Shipman Bullard, L & B res; James S. Burkett, Pathe David Cooper, Gallahad Pro- n; Douglas D. Desch, Buena F. Dist., Dallas; Herndon Ed- , 20th Century-Fox; Louis an, Du Art Film Lab.

, Terence Gallagher, RKO es; Thomas L. Gibson, W. J. n, Inc.; James Edward er, RKO Radio; William I. , 20th Century-Fox; Fred witz, RKO Theatres; John Houlihan, Republic Pictures; M. Klein, Columbia Pictures; Lutzer, Lutzer Theatres; W. D. , Lutzer Theatres; Robert ie, Samuel Goldwyn Produc- Louis Novy, Trans-Texas Thea- William Francis O'Donnell, Cine- heatres, Dallas.

, R. I. Payne, Theatre Enter- Inc.; Julian S. Rifkin, Allied ; Edward Seider, Assoc. Pru- l Theatres; Robert K. Shapiro, ount Theatre, N. Y.; Norman nan, Republic Pictures; Milton Stark Films; Ernest G. Stel- Capital Essantee Theatre, Char- L. E. Tillman, Columbia Pic- Joseph B. Walsh, Exhibitor e; William F. Whitman, RKO res; and Raymond Willie, Inter- Circuit.

, Maurice F. Barr, Paramount Theatres; Morris Hartzband, n Picture Cameramen's Union; H. Haines, Warner Bros.; Phil ley, Isley Theatres; Bernard Motion Picture Distributors; as C. McCleaster, Twentieth ry-Fox; Lewis Pollack, Pollack ctions; Edward A. Sargoy, Sar- x Stein and Joseph L. Stein, y & Stein.

'Pioneer of the Year' Hailed

(Continued from page 1)

to anyone who has spent 25 years in the industry. O'Donnell's career—he began as an usher in the Chicago Opera House at the age of 14—spans more than double that many years. A class of 36 new members was inducted Friday night. Their names are reported elsewhere in this issue.

The program for the evening, by the rigidly enforced ruling of the chairman, was designed to amuse the Pioneers. Speeches were few, rarely serious except for tributes to the honoree, and were short and to the point. Hope, William O'Donnell, brother of the honoree, and Mike Todd were among those called upon to share some of their knowledge of the guest of honor with those present.

Message from President Eisenhower

Others invited to address the Pioneers, strictly in the lighter vein, included Eric Johnston and O'Donnell himself. Johnston read a message to O'Donnell from President Dwight D. Eisenhower.

Depinet presented to O'Donnell a plaque from the Dallas chapter of Women of the Motion Picture Industry. This chapter was the first in what is now a national organization. The Dallas chapter, at its formation, was sponsored by O'Donnell.

Depinet described and praised the work of WOMPI in the fields of charity and industry public relations and urged that there be a chapter of the organization in every key city.

In addition to those mentioned the dais guests included:

Charles Alicoate, Barney Balaban, Nate J. Blumberg, Harry Brandt, Al Daff, Gus Eyssell, Si Fabian, Leopold Friedman, Y. Frank Freeman, William J. German, Leonard H. Goldenson, Abel Green, Karl Hoblitzelle, Eric Johnston, Father Sylvester McCarthy, Don Mersereau, John J. O'Connor, Judge Ferdinand Pecora, Sam Pinanski, Martin Quigley, Milton Rackmil, E. V. Richards, Jr., Sam Rinzler, Herman Robbins, Ed Rowley, Spyros P. Skouras.

The evening began with a cocktail party and general reunion of old and new members of the Pioneers. Doretta Morrow sang the National Anthem to open the dinner part of the program, and was followed by Father McCarthy, Chaplain of Variety Clubs International, of Philadelphia, who gave the invocation. Judge Pecora conducted the induction ceremony for the new members.

Presentation by Cohn and Schwartz

An inscribed plaque was presented to O'Donnell by Cohn and Schwartz.

During the evening, Harry J. Takiff, secretary-treasurer of the Pioneers since its inception, was presented with an inscribed silver bowl in recognition of his many years of service to the organization.

The presentation to Takiff was made on the occasion of his resignation from his Pioneers post, a resignation made necessary by new work assigned him by Columbia Pictures.

The drawing for a 1957 Oldsmobile was won by Al Daff, executive vice-president of Universal Pictures.

Coast Charity Fund Passes Million Mark

HOLLYWOOD, Dec. 2 — With contributions from 21,515 subscribers totalling $1,086,204 to date, the Permanent Charities Committee campaign has equalled 93.52 per cent of last year's final figures, which represented 22,400 subscriptions.

The figures were revealed by Steve Broidy, substituting for the absent drive chairman, Jerry Lewis, at a report luncheon today. The next report will be heard Dec. 20.

Broidy in 'Fortune'

Steve Broidy, Allied Artists president, is featured in the "Businessmen in the News" section of the current issue of "Fortune Magazine." The short profile is titled "Allied on the Big Screen."

Filmakers Names Kranz To Exchange Operation

Charles Kranz has been appointed vice-president in charge of exchange operations for Filmakers Releasing Organization and Filmakers Productions, the companies' board of directors has announced. Albert Perelman was named secretary and controller at the same meeting.

Other officers announced were J. J. Felder, vice-president in charge of all companies Eastern operations, and William M. Pizor, who will continue as vice-president in charge of foreign distribution.

The realignment of officers came about through the resignation of Irving H. Levin as president and Harry L. Mandell as vice-president to take charge of the newly formed Am-Par Pictures, subsidiary of American Broadcasting-Paramount Theatres.

Text of Pioneers' Plaque to O'Donnell

"The Motion Picture Pioneers, Inc., bestows its highest honor upon Robert J. O'Donnell whose 53 brilliant years in the motion picture business closely parallel the spectacular growth and tremendous achievements of the industry he has served so faithfully and so well. For enriching our industry with his countless contributions as an exhibitor, for his sterling attributes exemplified by his devotion, his affection and his feeling for his fellowman, we acclaim him 'Pioneer of the Year' on the occasion of this our 18th annual dinner."

O'Donnell Is Tenth To Receive Pioneers Honor

Robert J. O'Donnell, vice-president of the Interstate Circuit, Dallas, who was honored last Friday night by the Motion Picture Pioneers at their annual dinner at the Waldorf-Astoria Hotel here, was the tenth to be so acclaimed.

Earlier recipients of the designation, in order, were Adolph Zukor, 1947; Gus Eyssell, 1948; Cecil B. DeMille, 1949; Spyros Skouras, 1950; Harry, Jack and Major Albert Warner, jointly, 1951; Nate J. Blumberg, 1952; Barney Balaban, 1953; Si Fabian, 1954; and Herman Robbins, 1955.

ReactionMixed

(Continued from page 1)

recommendations contained in the reports of the Senate Select Committee on Small Business, dated Aug. 2, 1953, and July 27, 1956."

The Allied move followed a declaration by the Theatre Owners of America that it would seek to establish arbitration and conciliation systems. However, both organizations did not specify whether they wanted film rentals and sales policies to be included in any arbitration system.

Many a distributor, following an appraisal of the Allied resolution, indicated he was not too keen to sit down with exhibitors again to prepare a set of rules and regulations for the industry. A number of company executives, however, pointed out that they personally favor arbitration. Barney Balaban, president of Paramount Pictures said at the weekend "we are in favor of it," but would not comment further.

One Sees 'Change of Attitude'

A top sales executive at 20th Century-Fox, when asked for comment on the Allied move, said his company "is in favor of anything which will be of benefit to the industry." Another distributor questioned the meaning of the resolution and the "sudden change of attitude" by Allied leaders on arbitration. He pointed to the fact that Allied did not participate in preparation of the last draft. "All they did was participate in rejecting it," he said.

Exhibitors also were a little astonished at the resolution, but all felt that it "was a move toward establishing industry harmony." Sol Strausberg, president of Metropolitan Motion Picture Theatres Association, said that most likely his association will make a restudy of the Senate Small Business Committee report and its recommendations on arbitration and at the proper time take a stand.

'Always Will Be in Favor

A spokesman for the Independent Theatre Owners Association, when asked for comment, reiterated the position announced by president Harry Brandt. "We still and always will be in favor of an arbitration system for the industry," he said.

Tax Easement

(*Continued from page* 1)

some of the competing groups will remind Congress that it has already done pretty well by the motion picture industry and that other groups should now have their turn.

Typical was testimony Friday by James F. Reilly, executive director of the National Association of Legitimate Theates. He called to the subcommittee's attention the fact that in 1953, Congress exempted all admissions of 50 cents or less, and that in 1955, it exempted all admissions of 90 cents or less. He said this resulted in 95 per cent of all motion picture admissions being tax-free and amounted to a serious discrimination against legitimate theatres.

Denies Any 'Grudge'

Reilly said his group did not "begrudge" the motion picture theatres their tax relief, but did feel that legitimate theatres now deserved some consideration.

Practically all the witnesses before the Forand Subcommittee last week and all those scheduled for this week are making a pitch for excise cuts for their industries. These range from hot water heaters to fountain pens, emphasizing that the scramble for tax cuts will be a real free-for-all next year.

A large group of witnesses from the American Federation of Musicians testified Friday in support of elimination of the 20 per cent Federal cabaret tax.

COMPO to File This Week

The Council of Motion Picture Organizations is scheduled to file with the subcommittee this week a statement in behalf of further excise relief. The subcommittee winds up its hearings Thursday.

Lewis to Address

(*Continued from page* 1)

the MPAA board members on each of the six proposals recommended.

George Seaton, president of the Academy of Motion Picture Arts and Sciences, and Y. Frank Freeman, board chairman of the Association of Motion Picture Producers, will also address the board.

TOA to Report

(*Continued from page* 1)

Radio Pictures, Loew's, Inc., and Paramount. He also attended the annual dinner of the Motion Picture Pioneers at the Waldorf-Astoria Hotel here on Friday evening.

Detroit IATSE Elects

DETROIT, Dec. 2 — Local F 25, Front Room, IATSE, held elections yesterday, renaming all of last year's officers. They are: Albert J. Champagne, 20th Century-Fox, business agent and executive president; Margaret Studebaker, United Artists, recording secretary; and Ann Thrasher, General Theatres, financial secretary.

REVIEWS:

The Wild Party

Security Pictures—United Artists

THERE IS NOTHING at all unique about the main plot line in "The Wild Party," which has to do with the abduction of a man and a woman by three hoodlums and a moll, but the treatment of that situation here is something else again. The villains inhabit the erratic, half-mad world of the jazz addict, and the combination of their bizarre neuroses and "jive" talk, displayed to the stimulating rhythm of their music, makes them as peculiar a set of evil doers as has been put on the screen in some time. This results in a melodrama with a decidedly off-beat flavor for exhibitors to exploit.

Each of the members of the "gang" has a half-dozen "quirks"; the leader, played by Anthony Quinn, is a has-been fighter who revels in his brute strength; one man (Jay Robinson) is a sadist who likes to cut up his victims' faces; and the other (Nehemiah Persoff) an unemployed piano player who walks around with a dazed look. The moll (Kathryn Grant) is a young girl from a well-to-do family seeking to find "kicks" in jazz. These characters are all presented to the audience as "lost souls" deserving of some sympathy; and the nobler sides to their natures are conveyed by having them occasionally lapse into a kind of poetic speech. (At a couple of points writer John McPartland has even made the dialogue rhyme!)

In contrast to these characters the "good" people—the victims of the abduction and robbery—are more conventional and less interesting types. He is a naval lieutenant on the last night of leave; she is his society girl friend whose passion for jazz makes them susceptible to the plans of the gang. Carol Ohmart and Arthur Franz play these roles.

Tension begins to mount early in the film as these two are tricked into the car of the hoodlums and carried to a hideaway. What follows is sustained torment for the couple; Miss Ohmart must fight off Quinn's lustful advances, expressed in alternating threats and whines, while Franz spends most of his time being beaten for his attempts to escape. The violence reaches a climax with the destruction of Quinn by the moll, who runs him down in a car after she and the pianist have decided to call the police.

Apparently the title of this picture refers—somewhat poetically again—to the orgy of violence which transpires, and the nightmarish quality of the experience is well conveyed in Harry Horner's direction. He has also got from his actors exactly the effects intended. Sidney Harmon produced.

What it all adds up to is melodrama with a difference, not the least of which is the occasional poetic metaphor. It is also strictly for adults. Running time, 81 minutes. Adult classification. For December release.

RICHARD GERTNER

A Woman's Devotion

Republic

A DELIRIOUSLY happy bride begins to suspect something is amiss when her husband stays out all night on two occasions when murder is committed, and then shows up dazed and confused in the morning with bloody hands. Her devotion is sorely tested by mounting evidence and the persecution of police, who take a rather dim view of the mental hospital in his background. It remains unbending until the moment he goes berserk with a gun at a crowded airport.

Janice Rule turns in an exceptional performance as the wife. Ralph Meeker does a capable job as the war hero husband who never recovered from the shock of seeing children bombed during World War II. Paul Henreid directed the film, as well as playing the tenacious captain of police. He and the rest of the cast turn in a commendable job, considering the below-average dialogue they handle.

Honors go to the Acapulco settings for exotic flavor. The picture is in Trucolor, and John Bash produced. Music is by Les Baxter, who also wrote the title song with Gwen Davis.

Running time, 88 minutes. General classification. For November release.

Critics of A

(*Continued from page* 1)

the same as that applied to industries.

Addressing UA fieldmen at a day convention at the Warwick here, Youngstein said it was policy that its own ads must the company's standards of taste, but that the decision bel solely to the company.

Won't Be 'Meek or Furti

"We are a circus business, a hoo business that depends on ment and vitality," he told th ference. "The proper gauge ad is how many tickets it sell don't condone or employ vul but we don't expect to becon fensive, humble, meek or f When there are decent sex ele in our pictures, we intend t so in our ads.

"It is absurd to compare o vertising to the Cadillac ads a dainty displays in Vogue. Sus this vitality and excitement key to our whole promotion pla don't intend to be deflected by and irrelevant considerations gance or tone."

Heineman Lauds Fieldme

William J. Heineman, vice dent in charge of distribution f described the fieldmen as " heroes." At the meeting exh are just beginning to appreciat job done by the fieldmen in c the fullest possible market fo feature at the local level, he

RKO Pathe To Mov Production to Coas

RKO Pathe will shortly cl operation at the 106th St. Stu New York, and consolidate i duction activities at the RKO Studio, Culver City, it was ann by Jay Bonafield, RKO Pathe president. RKO Pathe is a su sion of RKO Teleradio Picture

The home-office operation o Pathe will remain in New Yor Bonafield continuing as head organization. The move was made, Bonafield said, to effect a er efficiency in the operation company. "We plan to contin production of shorts; and, in f crease our operation throug consolidation," Bonafield state

Asks Catholics Take L of D Pledge Dec.

LOS ANGELES, Dec. 2—In edition of "The Tidings," newspaper for the Catholic diocese, Los Angeles, James Cardinal McIntyre publishes ter asking all Catholics to ma Legion of Decency Pledge w is offered nationally December letter said in part, "The future beloved country depends heavil the preservation of moral st and the taking of this pledge instrument of that preservatio

Television Today

OUR VIEW

[ERE is indeed cause for elation, not only within the confines of CBS but throughout the televi- industry, at the award to the mbia Broadcasting System Sat- night by the National Asso- on for Mental Health, for the TV action, "Out of Darkness." The d was for the subject specifically, "for outstanding service in gen- in the fight on mental illness." e silver bell award was received g Mickelson, CBS vice-president arge of news and public affairs, F. Barry Ryan, Jr., president of mental health organization. Mr. praised CBS and Frank Stan- its president, for their "singular tion to the public service. . . ." aring that the first big battle of war on the illness—that against ance and fear, "is being won," Ryan credited the network's ra- nd TV with a major role in the achievement.

•

e substantial values and amaz- esults obtainable through proper of the television medium are ly indicated in the citation that program's "tremendous impact" o increased membership in the al health group, fund raising ns and the initiation of im- ed conditions in mental hospi- throughout the country. The pro- was shown three times only, h 18, April 29 and November 25. ing Gitlin, CBS director of pub- ffairs, having reference to "Out arkness" at a session on public ons of the health group, said network television can do only of the job, and that the best ts will come from a joint effort etwork and local television. He the mental health program as e in point. He pointed out that of Darkness" represented two of preparation in the field, nine hs of program research and six hs of production.

•

ere is no end to the ways in h television may be of assistance e nation and to the public from h it derives its revenue. There re than a public relations reason ooperative public service on the of the industry; it is, beyond that, a matter of plain, good business . Here is a constantly challeng- field of endeavor in which tele- n should and must play an active, getic and willing role.

—Charles S. Aaronson

Westinghouse Stations' Gross Set All-Time Mark in October

Gross billings for October reached all-time highs on both the radio and television stations of the Westinghouse Broadcasting Co., topping the previous record for radio in March, 1948, by 11.6 per cent, it was announced by Alexander H. Dannenbaum,, Jr., vice-president of sales.

In television, the October, 1956, total was 4.6 per cent above the October, 1955, figure, which was the previous high month for video.

Two of the four television stations owned by Westinghouse bested their previous record months in October, Dannenbaum said. KPIX in San Francisco was 18.2 per cent over its past high month, and WBZ-TV, Boston, posted a total 5.7 per cent above its earlier record month.

NBC-TV Appoints 3 Sales Executives

The appointment of three new administrative sales executives and expansion of the sales force were announced yesterday by Jake Keever, director of sales for NBC Television Films.

Leonard C. Warager has been named to the new post of manager of sales planning and development; John C. Bechtel succeeds Warager as administrative sales manager; and Serge Valle has been named supervisor of research.

At the same time Keever announced that George W. Harper and John A. Thayer have joined NBC Television Films' central division as salesmen, reporting to Edward A. Montanus, central sales manager, in Chicago.

To Develop New Format For Herb Shriner Show

"The Herb Shriner Show," which is under contract to CBS Television, is being withdrawn from its present time slot, and a new property is to be developed for the star. This decision was reached jointly by Herb Shriner, CBS Television and the sponsor, Pharmaceuticals, Inc., due to differences regarding future format for his current series.

"Nothing But the Truth," the new quiz program presented by CBS Television in association with Goodson-Todman Productions, will make its debut Tuesday, Dec. 18, in the 9:00 to 9:30 P.M. time period under the sponsorship of Pharmaceuticals, Inc.

Darvi to Make Bow

HOLLYWOOD, Dec. 2 — Bella Darvi will make her television debut as co-star of "Blind Drop: Warsaw," a Warner Bros. "Conflict" drama for the ABC-TV network. She will co-star with Keith Andes. The show will be directed by John Rich and produced by Roy Huggins.

Sees Need for System To Pre-Test New Shows

Special to THE DAILY

HOLLYWOOD, Dec. 2—Television is in dire need of a system to pre-test newly conceived shows before they hit the coast-to-coast networks, according to TV impresario Don Fedderson.

"Under the present set-up, TV producers must gamble thousands of dollars preparing a new series, then try to interest a sponsor who has a time slot open on the networks," said Fedderson. "If the producer is lucky enough to get this far, he still doesn't know if he has a hit or a flop until millions of people have seen it."

The logical way to try out a new TV show, according to Fedderson, is on one local channel. The now-famous Liberace show was launched in this manner by Fedderson some years ago when he was manager of a Los Angeles operation. The pianist had been turned down by the networks until he demonstrated his tremendous TV drawing power on the local station.

Lawrence Welk, for whom Fedderson acts as consultant on Welk's two ABC shows, likewise had to prove his popularity locally before going national.

Marlboro New Sponsor For Playhouse 90

Philip Morris & Co., Ltd., Inc., for Marlboro Cigarettes, will sponsor an alternate week half-hour of CBS Television's "Playhouse 90," effective Thursday, Jan. 3. This gives the 90-minute dramatic series complete sponsorship status, it was announced by William H. Hylan, CBS television vice-president in charge of network sales.

The cigarette sponsor will alternate with American Gas Association in sponsoring the 10:30-11:00 P.M. (EST) segment, with the American Gas sponsorship beginning Jan. 10, as previously announced.

Who's Where

Edward H. Bronson, director of the Television Code Review Board of the National Association of Radio and Television Broadcasters, has been named "Man of the Month" for December by the National Council of Catholic Men.

□

David E. Partridge, advertising and sales promotion manager of the Westinghouse Broadcasting Co., Inc. was elected first president of the Broadcasters' Promotion Association at its first annual seminar at the Sheraton Hotel, Chicago.

□

Ray Crossett has been named to the newly-created position of executive editor for the CBS television network program department, effective Dec. 1. Announcement was made by **Hubbell Robinson, Jr.,** CBS television executive vice-president in charge of network programs.

□

Ronald Leif has been promoted to the New York sales staff of MCA TV Film Syndication. Leif has been supervisor of research for the company for the past two years. At the same time it was announced that **Mike Meyers** joined MCA TV's research department.

□

Robert Hoag has rejoined CBS Television as an account executive in the network sales department. His most recent position with CBS was with the Spot Sales department in 1952. He became sales manager of KFMB-TV, San Diego, a CBS-TV affiliate in 1953 and was most recently president of Hoag-Blair, station representatives.

□

John J. Larish has been appointed to the KYW-TV sales staff in Cleveland, it was announced by **Albert P. Krivin,** Westinghouse sales manager. He joins the KYW-TV staff today from Shaker Heights Auto Sales.

'Show' Sold Out

WCBS-TV expanded "The Early Show" starts its 90-minute programming today completly sold out, it was announced by Frank Shakespeare, Jr., general sales manager of the station. The show runs from 5:30-7:00 PM. With the exception of isolated 10-second announcements, the station is sold out from 5:00-7:15 P.M. Monday through Friday, Shakespeare also said.

20TH THE **BIG NAME** COMPANY WHICH BROUGHT YOU THE HOTTEST NAME IN SHOW BUSINESS FOR THANKSGIVING

NEXT BRINGS YOU...
FOR CHRISTMAS...
THE WORLD'S MOST
PUBLICIZED BLONDE

Man oh Man oh Mansfield!

TOM EWELL JAYNE MANSFIELD EDMOND O'BRIEN in

"THE GIRL CAN'T HELP IT" COLOR by DE LUXE CINEMASCOPE

and Guest Stars JULIE LONDON · RAY ANTHONY · BARRY GORDON

AND 14 ROCK 'N' ROLL HEADLINERS!

Produced and directed by FRANK TASHLIN

Screenplay by FRANK TASHLIN and HERBERT BAKER

FROM 20TH... THE BIGGEST NAME IN THE INDUSTRY TODAY!

All the News That News

MOTION PICTURE DAILY

Concise and to the Point

80, NO. 106 NEW YORK, U.S.A., TUESDAY, DECEMBER 4, 1956 TEN CENTS

ax Cut Comes

on't Ask U.K. ore Transfer : $: MPEA

ston Tells British Spend in Sterling

member companies of the Motion Picture Export Association will ek additional dollar transfers ny additional earnings in the f a reduction of the British enment tax, it was reported in a ent by president Eric Johnston Chancellor of the Exchequer Treasury of Great Britain in a yesterday.

ston in his letter said: ". . . In nt that any additional earnings accrue to the American com- from a reduction of the tax, long as the present foreign ex- situation exists, the companies ot seek additional dollar trans- r any such earnings and will

(*Continued on page 7*)

Appoints Fisher loitation Ass't.

Fisher has been appointed as- exploitation manager of United , it was announced by Roger ewis, na- director dvertising, ity and tation at al session he com- field- convention in New

Al Fisher

his post, is newly d, Fisher ork under tation manager Mori Krushen in

(*Continued on page 2*)

Television Today

e 7

Study Two Possible Substitutes For N. Y. Film Licensing Law

Special to THE DAILY

ALBANY, Dec. 3.—A study is being launched on possible substitute legislation for the present New York film licensing law, arguments on the constitutionality of which will be heard in the "Garden of Eden" case by the Court of Appeals in January.

Two substitutes for the present law are understood to be under consideration. One is a statute which would provide for state licensing of theatres, with a "voluntary" submission by them to censorship, under terms not yet spelled out.

Another is a classifications system, long advocated by Dr. Hugh M. Flick, former director of the State Education Department's Motion Picture Division, and present executive assistant to Dr. James E. Allen, Jr., commissioner of education.

This, most recently discussed publicly by Dr. Flick at a dinner meeting of the Upper Hudson Chapter, Phi Beta Kappa, in Troy, would call for numeral or letter classifications—per-

(*Continued on page 2*)

3 'U' Heads Hail Future

From THE DAILY Bureau

HOLLYWOOD, Dec. 3—The faith of Universal Pictures Co., which will celebrate its 45th anniversary in 1957, in the future of the motion picture industry throughout the world was expressed here today in statements by Milton R. Rackmil, president; N. J. Blumberg, chairman of the board; and

(*Continued on page 7*)

'Extensive' TV Use Set For UA Promotions

Television, "the least understood and most neglected of all motion picture promotional media," will be used extensively and in new ways in the United Artists promotional program for 1957, Roger H. Lewis, United Artists national director of advertising, publicity and exploitation, told the final session of the company's fieldmen's convention here.

Reporting on the results of a re-

(*Continued on page 6*)

John Hamrick Dies; Was Veteran Exhibitor

John Hamrick, 80, pioneer motion picture exhibitor operating theatres in Portland, Ore.; Seattle, Wash., and Tacoma, Wash., died while on a trip to New York City. He was in the business for over 50 years. He is survived by his wife and daughter.

REVIEW:

HOLLYWOOD OR BUST

Paramount—VistaVision

HOLLYWOOD, DEC. 3

CHALK UP ANOTHER Martin and Lewis moneymaker. This one is loaded with box office vitamins: an endless chain of chuckles and belly-laughs, lively songs and cheese-cake females—notably Anita Ekberg—to satisfy the whimsical appetites of countless M & L fans.

More situations, tailored to the team's talents, have been drafted into the hilarious screenplay by Erna Lazarus, than could ever find room in their previous films.

Sammy Fain's catchy music, and the smart lyrics by Paul Francis Webster are cleverly integrated for plot progression. "It Looks Like Love," "Let's Be Friendly" and "A Day in the Country" are a few of the songs that could wind up on the Hit Parade.

Frank Tashlin's direction milks each situation for fun, with nary a dull moment. He gets an able assist from Charles O'Curran, who cre-

(*Continued on page 6*)

Policy Changed

Allied Stand On Arbitration Said 'Reversal'

Official Notes Alteration In Rentals, Sales Attitude

By LESTER DINOFF

Allied States Association's move to initiate industry talks for an arbitration system is a complete reversal of that organization's position and "an abandonment" of its long-established policy to have film rentals and sales policies included in any set of rules for the industry, according to an official of Allied.

The exhibitor association, at its Dallas convention last week, voted to seek an arbitration system "in accordance with the recommendations contained in reports of the Senate Subcommittee in Small Business, dated Aug. 2, 1953, and July 27, 1956."

The Allied representative said that his organization "abandoned efforts to have film rentals and sales policies included in an industry arbitration system because it is impossible to achieve

(*Continued on page 6*)

TOA 'Enthused' By Allied Arbitration Move

Theatre Owners of America greets "with enthusiasm" the Allied States Association resolution to seek establishment of industry arbitration, according to president Ernest Stellings.

Stellings, commenting on the National Allied move following his conclusion of conferences with distribution officials here last week, said the Allied action "parallels that taken by the TOA board and by the general

(*Continued on page 6*)

May Modify Decree in Texas 'Conspiracy' Suit

Special to THE DAILY

BEAUMONT, Tex., Dec. 3.—U.S. District Court Judge Lamar Cecil has indicated here that he may modify a decree he handed down last August in a suit brought against 14 major film companies and Interstate

(*Continued on page 6*)

PERSONAL MENTION

HERBERT J. YATES, president of Republic Pictures, and WILLIAM SAAL, his assistant, have returned to Hollywood from New York.

•

HOWARD DIETZ, M-G-M vice-president for advertising-publicity, arrived on the Coast yesterday from New York.

•

JAMES R. VELDE, United Artists general sales manager, and MILTON E. COHEN, Eastern and Southern division manager, are in Indianapolis today from New York.

•

A. MONTAGUE, Columbia Pictures general sales manager, is in Chicago from here.

•

DORE SCHARY will return to the Coast on Thursday from New York.

•

LOUIS ASTOR, Columbia Pictures circuit sales executive, will leave here today for a tour of the company's Northwestern and Southern California divisions.

•

ROBERT CLARK, production chief of Associated British-Pathe, has left Hollywood for London by way of Winnipeg, Ottawa and B.O.A.C.

ATP, Ltd. Pays Bulk of U.K. Government Loan

By WILLIAM PAY

LONDON, Nov. 30 (By Air Mail).—The annual report and accounts issued by Associated Talking Pictures Ltd., parent company of Ealing Films, reveals that, out of a total of £1,368,824 ($3,832,707) borrowed from the government's National Film Finance Corp., less than £140,000 ($392,000) has now to be repaid.

Trading profit of the company for the year ended June 30, 1956, after charging taxation, was £1,205 ($3,374). Surplus carried forward was £1,765 ($4,942). As a result of the sale by the subsidiary company (Ealing Films) of the studio premises and equipment, profits less expenses amounting to £325,876 ($912,452) accrued to the subsidiary company.

Out of this sum the debit balance of £48,710 ($136,388) on the Ealing Films Profit and Loss account at June 25, 1955, was written off and a capital bonus of £17,500 ($49,000) paid to the company. A further amount of £50,000 ($140,000) was transferred to a reserve for contingencies—liabilities arising from the sale of premises and equipment. The balance then remaining of £209,666 ($587,064) was transferred to the capital reserve account.

Chairman Reginald P. Baker announced that the board recommends a dividend of 7½ percent. He also announced that Sir Michael Balcon has asked to be relieved of all other responsibilities which might detract from his concentration on production.

Study 2 Possible Substitutes

(*Continued from page* 1)

haps four in number. One, a "minus," would broadly cover pornographic pictures, which could not be shown.

Three others, all "plusses," would be: "for adults," "for children" and "for children accompanied by adults." Theatres' observance of these classifications, decided by the Motion Picture Division, would be voluntary.

"Community sentiment" in support of such classifications would have to be developed and mobilized," he said.

The Appellate Division recently reversed the Regents' ban on "Garden of Eden," the nudist colony film, in a unanimous devision. Four justices refused to join presiding justice Sydney F. Foster, who held the licensing statute had been "diluted or voided in piecemeal fashion by the courts so that practically no power remains."

The other judges declined to invalidate the statute, on the basis of Court of Appeals' decisions that such action should not be taken by an intermediate appellate court.

The State Education Department, through its chief counsel, Dr. Charles A. Brind, Jr., announced an appeal on "Garden of Eden" would be carried to the state's top tribunal.

The behind-the-scenes survey of possible replacements for the present statute is based on the belief that they should be ready in draft form, should the Court of Appeals invalidate the licensing law and should the Board of Regents decide to request or recommend continuation of some kind of censorship.

No one, of course, knows what action the Court of Appeals may take with respect to the constitutionality of the 35-year-old licensing law. Dr. Brind is hopeful it will be upheld.

A further appeal, in the event of invalidation, could be made to the U. S. Supreme Court. However, that court's rulings in "The Miracle" and "La Ronde" further limited the present statute. In fact, Appellate Division Justice Foster declared the Supreme Court had limited state censorship of films to "obscenity," and that only within a prescribed legal format.

Fisher Named

(*Continued from page* 1)

supervising the operation of UA's exploitation men in the United States and Canada. Fisher has been a member of the UA exploitation department since 1952.

Fisher entered the motion picture business as an office boy for the late William Fox in 1934. During World War II he served in the Army and in 1946 went to work for Universal Pictures. In 1947 he joined Eagle-Lion, which he left for the Stanley Kramer organization in 1951.

400 Attend Grossinger Premiere of 'Joy'

GROSSINGER, N. Y., Dec. 3.—The Grossinger Country Club here, which was the scene of the wedding of Eddie Fisher and Debbie Reynolds on Sept. 26, today was the locale for the RKO press preview of Fisher's first film, "Bundle of Joy," in which he co-stars with Miss Reynolds.

Fisher flew in from Hollywood yesterday to personally welcome the 400 members of the press from New York, New Jersey and Connecticut.

N. Y. State Reviewer Examinations Slated

Special to THE DAILY

ALBANY, Dec. 3.—The State Department of Civil Service will hold a written examination Jan. 26 for the position of motion picture reviewer in the New York office of the Division of Motion Pictures, State Department of Education. There are two vacancies in the position, which pays from $4,880 to $6,030. This is in five annual salary increases.

Candidates must be graduates of recognized colleges or universities with a four-year course leading to a bachelor's degree and must have a minimum of two years' satisfactory experience evidencing the application of mature judgment to social or educational problems. Additionally, they must possess a working knowledge of at least one modern language—Romance, Germanic, Slavic or Oriental.

RKO Policy Meetings In Florida Tomorrow

A series of policy meetings for RKO Radio Pictures will be held in Palm Beach, Fla., beginning tomorrow. William Dozier, vice-chairman in charge of production, will fly there from Hollywood, and he will be joined by Thomas F. O'Neil, board chairman of RKO Teleradio and Daniel T. O'Shea, president of RKO Radio Pictures.

Dozier also plans to stop over in New York for executive conferences.

Edison Awar To 'Moby Dic

Official presentations of the Edison Foundational National Media Awards for films, televisior radio were made by Edison Fou tion trustees last night at a dinn the Waldorf-Astoria. Mary Pick in her capacity as trustee of the son Foundation, presented Thomas Alva Edison Found Award to Gregory Peck on b of "Moby Dick," as "the film serving the national interest" 1956.

In presenting the award to Miss Pickford described the film magnificent motion picture that great things about America's Miss Pickford explained that award to a film best serving th tional interest had been create the Foundation "to encourage films that portray America in a ner aimed at increasing unders ing, both at home and abroad, o wonderful country."

In addition, 20th Century-"On the Threshold of Space" night received the Edison Fou tion Award as "the best science for youth" for 1956. The award accepted by W. C. Gehring, Fox vice-president and exeeutiv sistant to company president S P. Skouras.

In presenting the award to Fox, Dr. Joseph W. Barker, t of the Edison Foundation, praise CinemaScope film as "a welcom fort to correct the false stereoty the scientist as eccentrie or ev often encountered in mass medi

NEW YORK THEATR

RADIO CITY MUSIC HALL
Rockefeller Center
MARLON BRANDO · GLENN FORD
MACHIKO KYO
starring in CinemaScope and METROCOLOR in
"THE TEAHOUSE OF THE AUGUST MOON"
AN M-G-M PICTURE
and THE MUSIC HALL'S GREAT CHRISTMAS SHOW

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• SHIPPING ROOMS
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MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. W Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams nup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, days and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Quigley; President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture H Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a pa Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

PEOPLE

homas F. O'Neil, board chair- and president of RKO Telera- Pictures, will be a guest speaker oday's luncheon of the New York ety of Security Analysts at wartz' Restaurant here.

□

. H. Fabian, president of Stanley ner Theatres, and Arthur Krim, ident of United Artists Corp., accepted the co-chairmanship he Motion Picture Committee for Entertainment Industry Tribute immy Durante. The dinner, spon- d by the Jewish Theatrical d, will be held at the Waldorf- ria on Sunday evening, March

□

hilip Reisman, former vice-presi- of RKO Pictures, has been ap- ted president of the Fugazy ping Corp., New York.

□

pyros P. Skouras, president of Century-Fox, and Spiros G. y, home developer, have been ted life members of the Mixed ncil of the Greek Archdiocese, it announced by the Very Rev- d Leonidas C. Contos, dean of Saint Sophia Greek Orthodox edral here. The Council is com- d of clergy and lay members is the supreme executive body of Greek Orthodox Church in the tern Hemisphere.

□

itchell Little, formerly with film anges in Charlotte, N. C. has appointed a sales representative Kay Film Exchange.

□

llen B. Du Mont, Jr. has been ed assistant division manager of receiver division at Allen B. Du t Laboratories, Inc., it is an- nced by F. P. Rice, division man- r.

ive-In Business 'Good' Sydney, Australia

YDNEY, Nov. 30 (By Air Mail).— four drive-ins here have reported iness is "good," but there has been oticeable slump in outdoor theatre iness generally in Australia, where drive-in is a fairly recent innova- .

he four Sydney drive-ins—Metro's in Drive-in, French's Forest, the das and the Bass Hill—all operate single feature basis. Double bills e not proved very popular. The e-ins also run two shows nightly, reports are that the later ses- s, usually beginning around 9:30, sparsely attended.

t present, drive-in theatre opera- are fearful of the looming possi- y of gasoline rationing and its ct on outdoor theatre business.

Industry Aids Handling U.S. Film on Hungary

WASHINGTON, Dec. 3.—The U.S. motion picture industry is helping the government distribute all over the world a documentary film on recent events in Hungary.

Turner Shelton, chief of the U.S. Information Agency's Film Division, said the picture, "Hungary Fights for Freedom," was made from footage shot in Hungary during the recent troubles with the Soviet Union, plus background footage. Two other similar films are in the works.

Shelton said U.S.I.A. had received "great cooperation" from the industry in getting the widest possible overseas distribution of the film. Some of the film's footage has been made available to newsreels and TV networks, he added.

Vote to Retain Tax On Admissions in Pitt.

PITTSBURGH, Dec. 3.—Despite a concentrated campaign by the Allied Motion Picture Theatre Operators of Western Pennsylvania to eliminate or reduce the 10 per cent amusement levy in Pittsburgh, the City Council has voted down a proposal to exempt from the amusement tax all theatre admissions of 55 cents and under.

The Council did so in accordance with a City Law Department ruling, declaring such exemption would be invalid. In a public hearing earlier last week, theatre owners pleaded that their case was unique in that they, unlike other businesses, were unable to pass the tax on to the consumer and still retain their patronage.

They warned also that more small theatres will be forced out of business unless given tax relief.

Australian Circuit Reports Record Year

SYDNEY, Nov. 30 (By Air Mail). —Hoyts Theatres, Ltd., declared a record profit of $1,009,755 for the year ended June 30, an increase of 29 per cent over the previous year's total.

The theatre company now holds shares in several drive-ins recently opened in New South Wales, and is interested in another outdoor theatre under construction in Brisbane. Drive-ins have only very recently commenced to operate in Australia.

Illinois Charity Quota

CHICAGO, Dec. 3.—The theatre and amusements division, chairmanned by Jack Kirsch, president of Allied Theatres of Illinois, has reached 106 per cent of the quota assigned to it by the Community Fund of Chicago, according to Kirsch. He also revealed that the amusement industry raised over $10,000 for the 1956 Community Fund campaign, which supports 167 local health and welfare agencies.

See U.K. Gas Rationing Affecting Film Service

From THE DAILY Bureau

LONDON, Dec. 1 (By Air Mail) —The government's petrol rationing scheme, brought about by the Suez Canal crisis, is likely to lead to a serious curtailment of film road transport services to key distribution centres and cinemas.

Under the proposed scheme only one third of the normal mileage will be permitted. That is less than that allowed at any time during the last war period. Strong representations are therefore being made to the government for an increased allocation.

However, with the public immobilized to this extent, exhibitors believe theatre attendance may be benefited.

'Exploitable' Films Goal of Parsons

By GUS DALLAS

Lindsley Parsons' company, which produces for release by Allied Artists, has a policy of undertaking only pictures that have good, naturally exploitable qualities, the independent producer said here at a press interview yesterday.

"We reject some otherwise fine properties because they haven't any inherent exploitability, unless we could see some way to add an 'angle' without warping the story," he added.

Documentary subjects include authentic locations, he said. The majority of his films are made on location in various sections of the North American continent. Strict economy and pre-planning keep the cost low, he asserted.

This is achieved by scouting the location ahead of time, sometimes as much as a year before, making sure of climate and politics during the proposed shooting schedule; trimming technical employees and equipment to a minimum, sometimes using one-third the "usual" manpower; using local production facilities as much as possible, and eliminating costly trifles such as hiring limousines to transport executives back and forth on location, he said.

Pictures are bound to get better, he also said. The increasing number of independent producers will be more interested in quality since they have personal interest in their films, he felt. Selling of pictures will be enhanced by these producers making personal contacts with distributors and exhibitors to merchandise their product."

Two Chicago Drive-Ins Join Year-Round Policy

CHICAGO, Dec. 3.—Two drive-in theatres this year plan to remain open during the winter season. Both the 66 Drive-in and the Ridge Outdoor Theatre have installed in-car heaters for that purpose. Both will continue to operate on their regular schedules.

. . . NEWS ROUNDUP

Garroway in Roxy Show

"Wide Wide World Holiday," patterned along lines suggested by NBC's TV show "Wide Wide World," which stars Dave Garroway, will be the Christmas stage show opening at the Roxy Theatre here Friday, Dec. 14. Garroway will be host and narrator of the Christmas show via Fox Movietone News on screen and a recorded playback of his narration throughout the show on the theatre's sound system.

■

Four Pictures Started

Four new pictures were started in Hollywood this week and three others reached the completion stage. Pictures now in production total 32. Started were: "3:10 to Yuma" (Columbia); "Johnny Trouble," Clarion (Independent); "The Pajama Game," WarnerColor, and "The Black Scorpion," Melford-Dietz (Warner Bros.). Completed were: "Daughter of Dr. Jekyll," Film Venturers, Inc. (Allied Artists); "Oh, Men! Oh, Women!", CinemaScope, DeLuxe Color (20th Century-Fox; "Night Passage," Technirama (Universal-International).

■

B & H Building Soon Ready

Charles Percy, president of Bell & Howell, Chicago, has announced that the company's new 160,000 square foot brick addition to the main plant will be completed in January, 1957. The $1,700,000 building was erected to permit expansion of manufacturing facilities and the consolidation of Chicago warehousing.

■

Protest Booking Delay

The Independent Exhibitors, Inc., of New England yesterday sent the following wire signed by Edward W. Lider, president, to Dan T. O'Shea, president of RKO Radio Pictures in New York: "We understand that 'Bundle of Joy' is not being released in this territory until after Jan. 1 because of the lack of a Boston theatre. We urge reexamination of this policy because the picture will lose the value of its Christmas and New Year appeal."

■

To Sneak 'Hut' Abroad

"The Little Hut," produced by Herbson Productions for M-G-M release, will be tested for audience reaction in mid-January, in either London or Manchester, according to F. Hugh Herbert and Mark Robson, partners in the produetions. It is reported to be the first time an American film has been given a "sneak preview" abroad. The film stars Ava Gardner, Stewart Granger and David Niven.

AT A TIME WHEN MOTION PICTURE

THIS TOWERS ABOVE

SHOOTING NOW COMPLETED · IN VISTAVISION · TECHNICOLO

RE AT THEIR GREATEST...
ALL OTHERS!
Cary Grant
Frank Sinatra
Sophia Loren
in STANLEY KRAMER'S PRODUCTION of
"The Pride and The Passion"
THRU UA

Allied Stand

(*Continued from page* 1)

it at the present time due to the current state of the industry."

For the past several years, the theatre group has steadfastly maintained that film rentals and sales policies are arbitrable and on the basis of this policy refused to take part in any of the exhibitor-distributor negotiations which led to the acceptance and then rejection of the 1955-56 arbitration draft. This draft closely resembled the arbitration plan of 1952 which was worked upon jointly by Allied and Theatre Owners of America, but never officially approved by Allied.

It was pointed out that the Senate Small Business report of 1953 made specific mention that film rentals should not be arbitrated. It urged all branches of the industry to promptly resume work on a new arbitration system, and asked that Allied and other exhibitor groups start the ball rolling.

Many industry figures had a mixed reaction to Allied's new position on arbitration. A number pointed out last week that they were not too keen to sit down and work once again on an arbitration draft, even though they personally were in favor of such a plan.

May Modify Decree

(*Continued from page* 1)

Theatres by I. B. Adleman, in which he denied an injunction against the defendants for alleged discriminatory practices.

Judge Cecil told lawyers representing parties of the suit to prepare suggested modifications to his decree, setting a deadline of three weeks for submission of the suggestions.

This new action came after the distributor defendants filed a motion asking for interpretation of the judge's original decree. Although the court dismissed Adleman's injunction suit last summer, the plaintiff was awarded $20,000 damages and the defendants were enjoined from conspiring with each other or with other parties to monopolize first- or second-run exhibition in the Houston area.

Diadoti, Projectionist

PITTSBURGH, Dec. 3.—Services were held today in St. Peter's Church for Angelo Diadoti, projectionist in the Penn Theatre for the past 20 years.

MITCHELL MAY, Jr.
CO., INC.
INSURANCE
•
Specializing
in requirements of the
Motion Picture Industry
3720 W. 6th St., Los Angeles
75 Maiden Lane, New York

Hollywood or Bust

(CONTINUED FROM PAGE 1)

ated and staged the musical numbers, and Norman Luboff, who handled the vocal arrangements.

Pretty Pat Crowley, in the co-starring spot, gives the film its only semblance of dignity, with a legitimate portrayal of the girl who makes Dean Martin change his ways as a petty gambler and captures his heart.

The Technicolorful Hal Wallis production finds a big plus in Daniel Fapp's VistaVision photography, exploiting America's countryside beauty and some of the nation's landmarks as the story carries the action from New York to Hollywood in a brand new, bright red convertible car.

Although his name may not appear on the marquee, "Mr. Bascom," a scene-stealing Great Dane, won by Jerry Lewis in a dog food jingle contest, will be remembered for a major portion of the comedy.

The story gets off to a good start, establishing Jerry as a fanatic film fan with a secret passion for Miss Ekberg, and Dean trying to satisfy Maxie Rosenbloom's demands on a gambling debt. Both believe they'll find their answer in a car-drawing at a New York theatre. Dean, securing a set of duplicate tickets, finds himself sharing ownership with Jerry, holder of the legal winning ticket. Jerry is happy over his new partner's agreement to head for Hollywood, with "Mr. Bascom" proving a bone of contention for every attempt Dean makes at stealing the car.

The boys run out of gas and money, but convince Miss Crowley, en route to Las Vegas for a chorus job and a screen test in Hollywood, to join them when her jalopy breaks down and help with the expenses.

The boys get lucky when they hit Las Vegas. Jerry parlays a quarter slot machine jackpot into thousands at the dice table. Dean takes Pat out of the chorus and the three continue to Hollywood, where they are forced to sell the car, when they discover Jerry spent all their winnings on a diamond necklace given to Miss Ekberg.

All ends happily when Dean helps Pat with her audition, and Jerry wins Miss Ekberg's favor, after breaking in on her scene-take on one of the Paramount stages.

Running time, 95 minutes. General classification. For December release.

SAMUEL D. BERNS

Four Girls in Town

Universal-International—CinemaScope

HOLLYWOOD, DEC. 3

NO STUDIO IN the world is so well qualified to make a picture about beauty-contest winners and their chances of becoming screen stars as Universal-International is, by reason of the now world-renowned Miss Universe competition which it co-sponsored a half-dozen years ago. And so it follows logically that this picture, handsomely fitted out with CinemaScope and Technicolor, gives the ticketbuying world a quite authentic representation of the subject.

The production is at very least a fine camera tour of the Universal-International studio, called Manning-International for story purposes. With George Nader and Julie Adams as top names to bill with, exhibitors should have small difficulty in attracting a big and warmly-disposed opening attendance.

The script by Jack Sher, who also directed the picture, is designed to tell the individual stories of the four girls of the title, each of whom is brought to the studio to test for a role that is being withheld from the studio's top star because the latter is demanding compensation which the studio is unwilling to grant her. The girls are from Italy, France, Austria and the United States. The story of each is told in the course of the story of the four of them, and each is interesting to a degree in its own right, but telling four stories inside of a fifth one is a big order, and "Four Girls in Town" suggests that producer Aaron Rosenberg and writer-director Sher might better have settled for a lesser number.

In addition to Nader and Miss Adams, the cast includes Sydney Chaplin, Marianne Cook, Elsa Martinelli, Grant Williams, Gia Scala, John Gavin, Herbert Anderson, Hy Averback, Ainslie Pryor, Judson Pratt, James Bell, Mabel Albertson, Dave Barry, Maurice Marsac, Helen Stanton, Irene Corlett and Eugene Mazzoula.

Running time, 85 minutes. General classification. For January release.

WILLIAM R. WEAVER

TOA Enthus

(*Continued from page* 1)

body at its last annual conve

"These are statesman-like aimed at bettering industry tions by way of affording to a hibitors the benefits of a soun tem of conciliation and, where ciliation failed, an easily ava tribunal where all exhibitors m their grievances, have them a cated, in an effective, speedy a expensive manner.

"We await with willingnes implementation of the Allied TOA resolutions," Stellings sa commenting on the cooperative

Sure of Cooperation

The TOA head, in reporting discussions with the president general sales managers, said enthusiastic "about their willi to cooperate" with the aims of in 1956. "I found that they concerned with the troubled st distributor-exhibitor relation an eral industry problems as w hibitors are, and that they are ing to do more than their sh improve those conditions."

Stellings said that he conve the people with whom he talke TOA is "willing to dedicate completely to industry efforts at promoting the selling of tickets at our box office and t will aid in any sound way to a plish that objective. We are ciative of this opportunity to our thoughts to company hea general sales managers, and w follow up these conferences what we feel are good, constr and definite industry programs immediate future."

Extensive TV Use

(*Continued from page* 1)

search study undertaken ove past four months by UA in this Lewis announced that a minim 75 TV featurettes would be pr to plug the company's produc ing the next 12 months. The m of these films will be made the production of the motion p they are designed to pre-sel said.

As many as five featurettes w prepared for a single function survey involved the placemen audience acceptance of TV p tional films and other special rials. It encompassed 126 st supplying a sample of about 2 cent of all outlets in the U States.

Filmack's
TEASERETTE
are catching on fas
Use 'em for
• PREVUE TRAILERS
• CROSS PLUGS
• ADVANCE
These short, snappy trailerettes are just you've been waiting
No contracts, no returns for information!
FILMA
1327 S. WABASH CHIC

3 'U' Heads

(*Continued from page* 1)

d E. Daff, executive vice-presi-
They spoke at opening sessions
e week-long sales executives con-
ce, which is being presided over
harles J. Feldman, vice-president
general sales manager.

ch of the three top executives
asized the company's "sense of
nsibility for its exhibitor custom-
n providing a steady flow of im-
nt box-office pictures."

his statement, Blumberg said:
feeling of high optimism which
revailed in our company's opera-
during these past years is even
er as Universal enters its 45th
of continuous operation in the
uction and distribution of quality
n pictures. I urge the Univer-
family comprising almost 4,500
oyes in 50 odd countries of the
world to personally become am-
dors of optimism about the fu-
of the motion picture industry in
al and about the activities of
ersal in particular."

ckmil Sees Ultimate Challenge

ckmil said, "The motion picture
try is today at the crossroads.
in its history has it faced a
r challenge to its future. How-
the present situation also of-
he industry some of its greatest
tunities for future growth if it
neet the demands of theatres
ghout the world for outstanding
ct and the needs of the mass
going public for quality enter-
ent."

addressing the meeting, Daff
"Fortified with the greatest
og of completed film productions
r history, Universal starts its
year with an enthusiasm un-
eled in the history of the com-
. . . This mobilization of our
ces signalizes our faith in our
e as well as in that of the entire
n picture industry throughout
orld."

EA Won't Ask

(*Continued from page* 1)

l the entire amount in sterling."
nston, meanwhile, will preside
day's meeting of the company
lents here, which will be also
led by George Seaton, president
e Academy of Motion Picture
& Sciences; Y. Frank Freeman,
chairman of the Association of
n Picture Producers, and Roger
wis, chairman of the advertising
ublicity directors committee of
Motion Picture Association of
ica. The board of directors of
MPAA, the company presidents,
neet at 10:30 A.M. today.

the afternoon, Johnston will ap-
at the MPEA's directors meeting
ich time film sales in East Ger-
and self-regulation develop-
s in Japan will be discussed.
matters on the MPEA board's
la include the distribution of ex-
icenses in Indonesia; and 16mm
requests from Malaya and the
dian Pacific Steamship line.

Television Today

Passing in Review

A MONTH OR SO after several other areas of the country, the New York metropolitan community last week was given its first glimpse of a couple of treasures in the M-G-M film library over the CBS flagship station, WCBS-TV. Both Clark Gable's "Command Decision" (Saturday) and the James Stewart-Hedy Lamarr comedy, "Come Live with Me" (Sunday), were screened on The Late Show. But even in those dark hours, they successfully overshadowed all the rest of the week's television drama and managed to corroborate the desperate suggestion—made by a prominent exhibitor leader last summer—that perhaps TV producers were cutting off their own noses by buying these libraries.

Middling Film Betters Regular TV

It is unfortunately true that some of the weakest of the major film product ("Come Live with Me" was never a side-buster) will always be incomparably better technically, generally more sound dramatically and usually more interesting than all but five or six dramas a year—either live or film—produced specifically for television.

"Come Live with Me" (1941) provided a particularly interesting example when seen Sunday evening just an hour or so after the conclusion on NBC-TV of the Alcoa Hour live-color production of "Merry Christmas, Mr. Baxter," an adaptation of Edward Streeter's comic novel. This inane nonsense, in which Dennis King and Cornelia Otis Skinner were prominent with rich, theatrical accents, was ostensibly a satire on U. S. commercialization of Christmas.

King Badly Miscast

Instead, by pushing the season by at least two full weeks and by compounding the kind of cheap sentimentality it set out to ridicule, it alternately suggested that either the producers were out of touch with the facts of life or the facts of drama. In its wildest days of assembly-line production, Hollywood never would cast Mr. King as a standard New York bread-winner.

Another interesting example was last Thursday evening's conflict between CBS-TV's 20th Century-Fox Hour presentation of "The Last Patriarch" and WATV's presentation of the 20th-Fox feature film "Centennial Summer" (1946). "Patriarch," a hurried-up and watered-down remake of another 20th-Fox feature, "House of Strangers," simply was no match for the multi-million dollar "Summer."

It is true that the best original television writing, designed for the medium and presented live, can have a special and very individual excitement. It is also true, however, that in the frantic atmosphere of agencies, sponsors, rewrites, alternate week rehearsal schedules, it's very easy to the people responsible for these shows to lose sight of the land in which they are living or of the audience to which they are playing. Thus, the end impression of most TV drama is that of the man who finally realized his dream of riding an old-fashioned carousel ("I've paid my money, had my ride, but where have I been?").

Such was the case with Kraft's "Time Lock" (Wednesday, NBC-TV), a suspense drama about a faceless family whose only importance is the fact that their average little boy gets himself locked up in an average bank vault; Wire Service's "Until I Die" (Thursday, ABC-TV), lady reporter solves an unlikely mystery full of unintentional Freudian complications, and Lux Theatre's "Old Acquaintance" (Thursday, NBC-TV), a limp John Van Druten adaptation.

Three Bright Spots

Luckily, however, the week also produced several examples of what television does best: documentary and domestic comedy. Two fine examples of the former were NBC-TV's March of Medicine presentation, "Monganga," Wednesday, and CBS-TV's See It Now, "The Secret Life of Danny Kaye" Sunday. If TV did nothing else, it would be notable for having educated the public to the fascination in the straight-forward documentation of a truth. Just as good in its way, perhaps, is the gentle and pleasant domestic comedy, such as last Wednesday's "Father Knows Best" chapter, NBC-TV. Here, perhaps, the unassuming size of the small screen is perfectly suited to the small story, slightly corny, clean and fun. It's understandable why theatrical producers look elsewhere.

—*V.C.*

Drop Local Pittsburgh Program for Films

PITTSBURGH, Dec. 3.—Three of KDKA-TV's local pioneer programs are being dropped as of Jan. 14 to make way for feature films which will be shown daily over this Westinghouse Channel 2 Station. The veteran programs to be lopped off are the Buzz 'n Bill Show, Carl Ide's News Round-up and Pitt Parade. In their place, KDKA-TV will offer 20th Century-Fox films recently acquired for TV by Westinghouse.

This makes the second big sweep of local programs from Channel 2 in recent months. At that time the casualties were Meet Your Neighbor, the Bill Brant show and Kay's Kitchen, replaced with films.

NBC Appoints Sacks To TV Net Programs

Emanuel Sacks has been appointed vice-president in charge of television network programs, it was announced by Robert W. Sarnoff, president of the National Broadcasting Co. Sacks will report to Thomas A. McAvity, executive vice-president, television network programs and sales.

Sarnoff also announced that Robert F. Lewine, formerly vice-president in charge of television programming and talent for the American Broadcasting Co., will join the NBC television program department in mid-December. He will be proposed for election as a vice-president at the NBC board of directors' meeting this Friday.

Reporting to Sacks, in addition to Lewine, will be Alan W. Livingston, vice-president, television network programs, Pacific division, and Mort Werner, vice-president, national programs.

Sacks joined RCA in January, 1950, as director of artists relations at RCA Victor, and was elected staff vice-president of RCA in December, 1950. In January, 1953, he was elected vice-president and general manager of RCA Victor Records, and in August, 1953, in addition to his other two positions, he was elected a staff vice-president of NBC.

1st TV Broadcast Use Of Magnetic Tape Held

The first use of magnetic tape for broadcast of a regularly scheduled television program took place last Friday night, it was announced yesterday by J. L. Van Volkenburg, president of CBS Television. The "Douglas Edwards With the News" program, which originates in New York, was received and recorded on magnetic tape at Television City in Hollywood and then fed to West Coast CBS Television affiliates.

In the past, the problem of offsetting time differences between the East Coast and the West Coast has involved the use of quick-processed filmed recordings. CBS Television hopes that use of magnetic video tape will eliminate the necessity for film processing and will improve the picture quality of "delayed" programs seen by West Coast television viewers.

PRODUCERS ATTENTION

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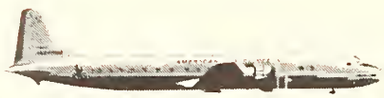

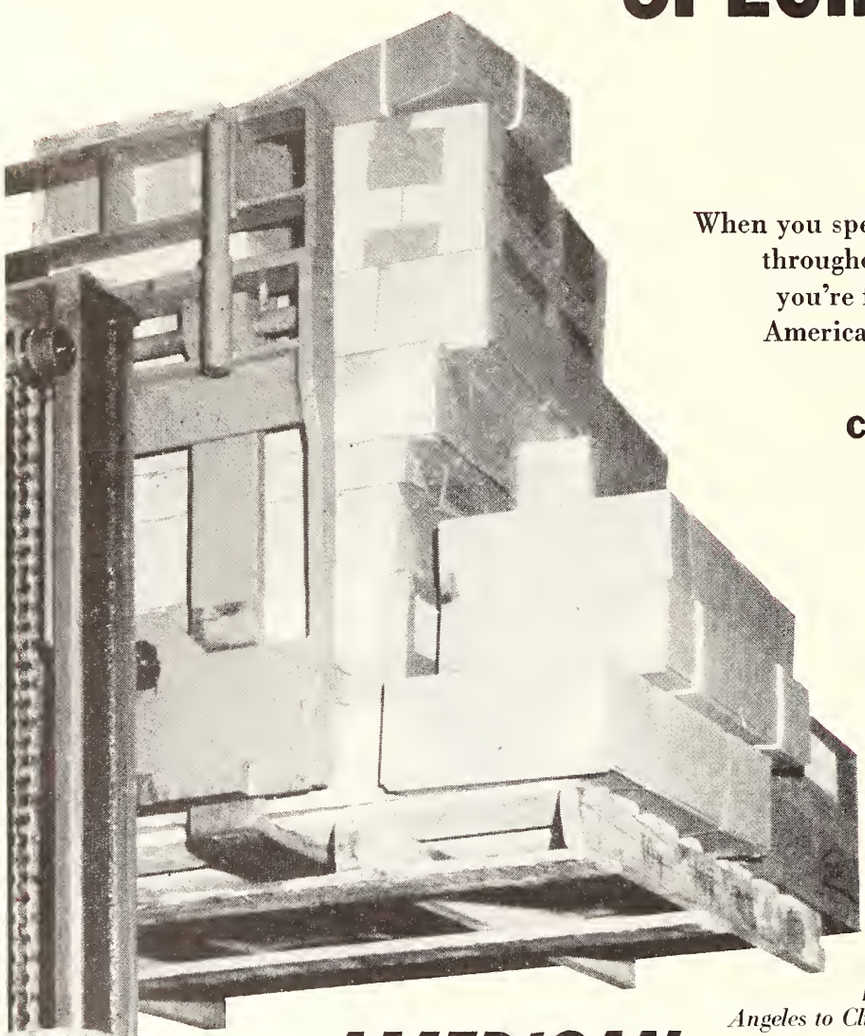

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All the News That's News

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Concise and to the Point

80, NO. 107 NEW YORK, U.S.A., WEDNESDAY, DECEMBER 5, 1956 TEN CENTS

...ie Mannix ...nfirm Thau ... New Metro ...udio Head

...ointments Portend ...ease in Production

From THE DAILY Bureau

...LLYWOOD, Dec. 4.—The ap...ent of Benjamin Thau, vice-...ent and studio executive of ...M since ... as admin...ve head of ...tudio was ...nced here ... by Joseph ...gel, presi... of Loew's, ...

Benjamin Thau

...el said ...J. Man...udio gen... manager ...n M-G-M ...tive for ...y years, ...work in close association with ... as will J. J. Cohn, Lawrence ...garten, Marvin Schenck, Kenneth ...nna and Saul Rittenberg. To... they will function as the ex...e staff for the Culver City ...o.

...e appointments are regarded here

(*Continued on page 4*)

...Schedules 12 Films Early 1957 Release

From THE DAILY Bureau

...LLYWOOD, Dec. 4.—Universal ...es Co. will release 12 pictures ...g the first four months of 1957, ... is its 45th anniversary year, it ... announced here yesterday by ...es J. Feldman, vice-president ... general sales manager, at the ...ng session of the company's

(*Continued on page 5*)

...elevision Today

...ge 5

'Sweepstakes' Moves Ahead

The company presidents, the board of directors of the Motion Picture Association of America, yesterday voted to submit a detailed proposal of the "Oscar Sweepstakes" to Hollywood following a report on the contest plan by Roger H. Lewis, chairman of the MPAA's advertising and publicity directors committee.

A meeting with officials of the Academy of Motion Picture Arts and Sciences, headed by George Seaton, and possibly other West Coast groups, has been tentatively set for Dec. 13. According to an MPAA official, either Lewis or a member of his committee, will go to Hollywood for the meeting which will be set up by Seaton and his associates.

The company presidents also heard Seaton, Y. Frank Freeman, vice-president of Paramount Pictures, and Fred

(*Continued on page 4*)

Pioneers' Income Put At $174,504 Since '49

Motion Picture Pioneers had a total income of $174,504.69 from its inception on May 1, 1949, to April 30, 1956, it was reported by Harry J. Takiff, who resigned as treasurer of the Pioneers and Foundation of the Motion Picture Pioneers, Inc., following the 18th annual dinner last week. These funds, Takiff said, were derived from contributions from corporations and individuals, interest on deposit and other non-recurring sources.

Of this income, total disbursements for the same period were $62,-036.06, thus leaving a cash reserve of $122,486.32 as of April 30, 1956,

(*Continued on page 5*)

'Result Disappointing': Johnston

Advise MPAA Drop Credit Card Scheme

Survey in Indianapolis Area Indicates Lack of Interest in 2 Plans Presented

A survey made by the A. J. Wood research organization in the Marion County-Indianapolis area to find the public's reaction to a credit card plan for theatres has indicated that such a system of charging admissions does not offer "promise of appreciably increasing movie attendance," Erie Johnston, president of the Motion Picture Association of America, informed the board of directors yesterday.

In view of what he called "the disappointing result," Johnston recommended to the board that no further action be taken on a credit card plan.

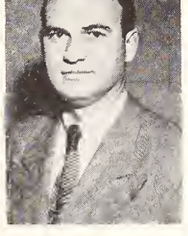
The MPAA head's report to the directors was presented by vice-president Ralph Hetzel as Johnston was delayed in arriving at the meeting. The report explained that two plans of credit were studied: a charge plan similar to that in department stores whereby the patron would receive a credit card good for any theatre and be billed monthly by some central agency; a plan whereby a patron could get a "movie scrip" book for

(*Continued on page 4*)

Tax Credit of RKO Is Put at $10,800,000

By LESTER DINOFF

RKO Radio Pictures, as of Jan. 1, 1956, had a tax credit of $10,800,000, of which $3,800,000 will be used up this year and $5,000,000 next year, according to Thomas F. O'Neil, board chairman and president of RKO Teleradio Pictures, the parent company.



Thomas O'Neil

O'Neil, who shared the speaker's dais at a luncheon meeting of the Society of Security Analysts of New

(*Continued on page 2*)

U.S. Charges RCA and NBC Violated Anti-Trust Law in Buying TV Stations

By J. A. OTTEN

WASHINGTON, Dec. 4.—The Government today charged that the Radio Corp. of America and its subsidiary, National Broadcasting Corp., had violated the anti-trust laws in acquiring television stations.

Television Today...

In a civil suit filed in the Philadelphia District Court, the Justice Department attacked RCA and NBC for having acquired TV stations in five of the nation's eight largest markets. The suit particularly attacked the acquisition of a Philadelphia TV station from Westinghouse Broadcasting Co.

The suit charged that RCA and NBC had "unlawfully combined and

(*Continued on page 5*)

Columbia Loans Reduced To $15,000,000: SEC

Columbia Pictures has reduced its outstanding notes and loans held by five banks and trust companies to $15,000,000, as of Oct. 1, 1956, according to a Securities and Exchange Commission report.

The film company borrowed $18,-000,000 from the First National Bank of Boston, National Trust and

(*Continued on page 5*)

Paramount Mid-Eastern Managers Meet Today

Special to THE DAILY

PITTSBURGH, Dec. 4. — Paramount's mid-eastern division branch managers will start a three-day meeting tomorrow at division headquarters here, with Hugh Owen, vice-president of Paramount Film Dis-

(*Continued on page 5*)

PERSONAL MENTION

JOSEPH H. MOSKOWITZ, 20th Century-Fox vice-president and Eastern studio representative, will leave here today for the Coast.

•

EDWARD MOREY, Allied Artists vice-president, is in Chicago from New York.

•

SAM SPIEGEL, president of Horizon Pictures, will leave New York via B.O.A.C. today for London.

•

JAMES BOYLE, M-G-M field representative, has returned to New York following a 16-week assignment on the road.

•

LINDSLEY PARSONS, independent producer, will leave New York today for Honduras.

•

VIDA HOPE, screen writer, left New York yesterday for London via B.O.A.C.

•

SEYMOUR MAYER, Loew's International regional director for the Near and Far East, has returned to New York, following a one-month trip to the Far East.

•

FRANK FREEMAN, JR., producer, has arrived in New York from Hollywood.

•

OSCAR B. COBLENTZ, JR., owner of the Alpha Theatre, Catonsville, Md., will leave there this week with MRS. COBLENTZ for a vacation in Florida.

•

CHARLES L. CASANAVE, president of the Fred Astaire Dance Studios, has left New York for Houston.

Mrs. A. Holman Dies; Veteran Okla. Exhibitor

LINDSAY, Okla., Dec. 4.—Mrs. Aveece Waldron Holman, one of the early-day Oklahoma exhibitors, died here on Saturday. With her first husband, Harry Waldron, she opened the Blue Moon Theatre, Oklahoma City, early in the century. Later they operated the Waldron Theatre in Lindsay and the Hill-crest Drive-in, also in Lindsay.

Mrs. Holman's second husband, Jep Holman, is also a theatre operator. She was the first woman elected to serve on the board of directors of the Theatre Owners of Oklahoma, which is now consolidated with Allied Theatres of Oklahoma, and is known as the United Theatre Owners of Oklahoma.

Kelly Tells of Film He Made in France

By FLOYD STONE

Gene Kelly arrived here yesterday from France and in the office of M-G-M exploitation manager Dan Terrell told the press of the picture he made there, "The Happy Road." It is his first for his own company, Kerry Productions, a picture about children and for them; and, he hopes, for the family.

It has no dancing, no music, no sex, he said; it has just him, actress Barbara Lange, and two ten-year-olds, Brigitte Fossey of France and Bobby Clark of this country. It tells a simple story of children in school and then as runaways; it is a chase and it has comedy and warmth, he added.

Kelly made the picture in France because it was a French story and in French because that was the language. He gave it some English, enough to carry it along. He made a non-musical because his M-G-M pictures are musicals. He made a deal with M-G-M because it financed him and profits are 50-50.

New England Exhibitors Set Meet in Providence

BOSTON, Dec. 4.—Independent Exhibitors, Inc., of New England, a unit of National Allied, will hold a regional meeting at the Narragansett Hotel, Providence, R. I., for all Rhode Island exhibitors on Wednesday, Dec. 12 at noon. At the luncheon meeting, Edward Lider, president of IENE, will report on the Allied national convention in Dallas.

Attending with Lider from Boston are Carl Goldman, executive secretary of IENE, and Norman Glassman, chairman of the board. Ted Rosenblatt and Melvin Safner are chairmen of the Rhode Island contingency.

'Cinderella' Meeting

BOSTON, Dec. 4.—At a "Cinderella" luncheon to be held here Tuesday, Dec. 11, Buena Vista executives will announce the advertising, publicity, exploitation and merchandising plans for the re-release of Walt Disney's "Cinderella." The picture will be launched throughout the New England territory in February, during the mid-winter school vacation holidays.

Miss Monroe Aids 'Doll'

Marilyn Monroe will head the special theatrical and film committee to aid in the sale of tickets to the world premiere of Elia Kazan's "Baby Doll," a benefit for the Actors' Studio where the actress studies.

Miss Monroe's co-workers are all successful former students at the studio: Ben Gazzara, Rod Steiger, Paul Newman and Eli Wallach.

WB Acquires 638,951 Shares from Stockholders

Warner Bros. Pictures has acquired 638,951 shares of stock since it extended an invitation to company stockholders to tender stock, according to a report from the Securities and Exchange Commission.

The SEC report noted that the stock acquired, at a cost of $17,921,-112, is being held in the company treasury and the current amount of outstanding stock of Warner Bros. totals 1,843,296.

Compo-Allied Meeting Set Monday in D.C.

Arrangements for the meeting between committees representing the Council of Motion Picture Organizations and Allied States Association are completed, it is reported here.

The joint meeting, which is set for 2:30 p.m. next Monday, will take place in the Washington, D. C., offices of A. F. Myers, Allied board chairman and general counsel.

The COMPO committee is composed of Emanuel Frisch, William C. Gehring and Samuel Pinanski. Representing Allied in the conference, which has been set up to seek a "rapprochement" between both organizations, are Myers, Wilbur Snaper and Trueman T. Rembusch.

New First-Run Outlet In Detroit Market

DETROIT, Dec. 4.—The National Theatre yesterday adopted a first-run feature policy which will give distributors another outlet in the limited first-run theatre market here.

The National started its new programming with Republic's "Scandal, Inc.," and "The Man Is Armed." There are only four other theatres showing first-run product on a one- or two-week schedule. The rest of the downtown theatres are devoted to special process features, art films or extended runs.

Dies on 'Kwai' Location

John Kerrison, an Englishman serving as assistant director to David Lean on "The Bridge on the River Kwai," was killed in an automobile accident on the film company's jungle location in Ceylon, the Columbia Pictures home offices are informed.

ACS Honors Einfeld

Charles Einfeld, vice-president of 20th Century-Fox, has been awarded a Certificate of Appreciation from the American Cancer Society for "notable assistance in the crusade to conquer cancer."

O'Neil Repor

(*Continued from page* 1)

York City yesterday with M. O'Neil, his younger brother, wh executive assistant to the preside General Tire & Rubber Corp., tol analysts that:

RKO Teleradio and its ente ment subsidiaries had a profitable in 1956;

Capital expenditures for RK 1957 will be "very small";

RKO Radio Pictures amortize films at almost 80 per cent i first year of release and the fi written off in two to two-and- years;

Production at RKO Radio next may "go over 1956."

May Use Todd-AO

O'Neil said that a more de program for RKO Teleradio and Pictures will be formulated late week in Florida conferences a executives. He said the compa considering the possible producti a few films in the Todd-AO pr O'Neil said that "Oklahoma! Todd-AO, will open shortly in many. RKO Radio Pictures ha foreign distribution rights to film.

M. G. O'Neil, the GTR exec told the security analysts tha sales for General Tire and Rubl 1956 "were up, but earnings down." He said that the earnir RKO Teleradio are to be consoli with those of GTR. "A true p of the GTR and RKO picture come during the first quarter of following the release of all o 14 films which we produced in he said.

Study Issue of Preferred

O'Neil also disclosed that G working on its captial structur hopes to come up shortly wit issue of preferred stock.

The GTR official, surrounded ecutives of other GTR subsid was highly optimistic about his pany's position in the security growth of the nation and the will play in it.

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"LUST FOR LIFE" NATIONWIDE BOX-OFFICE HIT!

The Story Thus Far! Your Theatre Can Write The Next Glowing Chapter!

CURRENT ENGAGEMENTS:

NEW YORK—3rd Month.
All time record!

BEVERLY HILLS, CAL.—3rd Month.
Equalling all-time tops!

OAKLAND, CAL.—3rd Month.
Equalling all-time tops!

MADISON, WIS.—3rd Week.
Very Big!

PORTLAND, ORE.—3rd Week.
Fine Business!

CINCINNATI—3rd Week.
Excellent!

MINNEAPOLIS—3rd Week.
Terrific!

ROCHESTER, N. Y.—3rd Week.
Big!

BOSTON—First 4 days all-time house record!

ST. LOUIS—2nd Week.
Excellent!

ATLANTIC CITY—2nd Week.
Big!

GREENSBORO, N. C.—2nd Week.
Very Big!

DURHAM, N. C.—Close to "Guys And Dolls"!

COMPLETED ENGAGEMENTS:

WASHINGTON, D. C.—8 Weeks.
New M-G-M record!

SAN FRANCISCO—8 Weeks.
2nd biggest in house history!

DETROIT—7 Weeks.
One of the biggest!

PITTSBURGH—7 Weeks.
Record-breaking run!

BALTIMORE—6 Weeks.
Very big!

KANSAS CITY, MO.—5 Weeks.
Record-breaking run!

CHICAGO—5 Weeks.
2nd highest M-G-M record!

BUFFALO—5 Weeks.
Excellent engagement!

SAN DIEGO—4 Weeks.
Fine business!

SEATTLE—4 Weeks.
Fine business!

ATLANTA—4 Weeks.
Fine business!

SALT LAKE CITY—3 Weeks, 5 days.
Top M-G-M grosser!

HOUSTON—3 Weeks.
Fine business!

DENVER—2 Weeks, 5 days. Ditto!

DALLAS—2 Weeks, 5 days. Ditto!

MILWAUKEE—2 Weeks. Ditto!

"'LUST FOR LIFE' COULD WELL WIN ACADEMY AWARD!"

—BOB MURPHY
in Minneapolis Tribune

You'll hear it more and more about M-G-M's most honored picture!

M-G-M presents in CinemaScope and Metrocolor · KIRK DOUGLAS in "LUST FOR LIFE" · co-starring Anthony Quinn James Donald · Pamela Brown · with Everett Sloane · Screen Play by Norman Corwin · Based on the Novel by Irving Stone Directed by Vincente Minnelli · Produced by John Houseman

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)

Confirm Thau

(*Continued from page 1*)

as clearing the M-G-M studio decks for action following the recent settlement of Dore Schary's contract as head of production, effective at the end of the month.

E. J. Mannix

It is believed that the appointments also signify an increase in production for both the studio and independent producers releasing through M-G-M to be put into effect as circumstances permit.

Vogel is expected to remain here for several weeks going over studio administrative affairs and production plans with the executive staff. Howard Dietz, vice-president, who joined Vogel here the first of the week, may return to New York at the weekend.

In confirming selection of Thau as head of the studio, Vogel stated: "Thau is one of the best known executives in the motion picture industry, and perhaps one of the least known to the public. Quiet and unassuming, his name rarely appears in print."

Worked with Mayer, Thalberg

Thau's appointment brings to this important position years of experience in studio administration. He was originally brought to the studio by L. B. Mayer and worked closely with the late Irving Thalberg and Mayer, who later made him his executive assistant.

Under Mayer he played an important part in the M-G-M development of star personalities and creative artists. Prior to his association with Loew's, Thau was associated with the Keith Vaudeville Booking Office and later with the Orpheum Circuit Booking Agency.

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REVIEW:

Baby Doll

Kazan—Warner Bros.

TENNESSEE WILLIAMS and Elia Kazan have joined again to make a motion picture drenched with sensuality, corruption and cruelty among abnormal people of the Deep South. Their skills and the notable talents of a fine cast headed by Karl Malden, Carroll Baker and Eli Wallach, make this black-and-white film in standard dimensions a unique motion picture which, despite its unpleasantness, its absorption with sex, and the clear invitation it carries to criticism and censorship of the screen from many sources, will be defended, even vigorously championed, by others.

Which is to say that along its footage the seeds of trouble and controversy are liberally strewn. It has been condemned by the National Legion of Decency, a fact that exhibitors in Catholic communities will take note of, and it seems likely that it will arouse some fairly live resentment throughout the South, where its realistic qualities will be less appreciated.

"Baby Doll" has the seal of approval of the industry's Production Code Administration despite the fact that it would seem to contain violations of all three of the General Principles of the Code in its ability to lower the moral standards of many who will see it; in its almost total disregard of "correct standards of life" and in its ridicule of both natural and human law.

In particular applications of the Code the picture would seem to ignore its injunction against depiction of details of the crime of arson, virtually the entire Code admonitions on sex, vulgarity, obscenity, the specific use of the words "wop," "dago" and "nigger," prohibited by the Code; three of the four counselings on costumes and the Code's stipulation that treatments of bedroom locations must be governed by "good taste and delicacy." At the outset, the picture shows Malden as a middle-aged husband cutting a peephole through the wall of a room adjoining the bedroom where his teen-age wife lies in an oversize crib.

IT SHOULD BE apparent to showmen that this picture will be widely discussed and, in many situations, will be profitably patronized by the curious as well as the serious patron. It should be equally apparent that it is adult fare and that unless the exhibitor deliberately wishes to court problems with his community he would do well to be conservative in his advertising and exploitation.

Miss Baker, as the teen-age bride whose marriage is not to be consummated with her husband before her twentieth birthday, gives a flawless performance, as do Wallach and Malden. The latter, lasciviously sweating after his virgin wife, is driven to burning down Wallach's cotton gin when he is threatened with losing her on the eve of her twentieth birthday because his own ginning business has been ruined and his creditors have stripped his home.

Wallach comes to the bare, eerie former plantation home to have the cotton saved from the fire ginned by Malden, whom he suspects to be the arsonist. At the home, he is left alone with Miss Baker and seduces her to extract a signed confession of her husband's guilt from her. Suspecting that he has been cuckolded, Malden flies into a drunken, jealous rage and goes gunning for Wallach, who eludes him until police arrive and take Malden away. Wallach tells the girl he will be back for her birthday on the morrow.

Supporting roles are played with the same show of skill and authenticity as are the starring ones. Notable are Mildred Dunnock as the girl's aunt; Lonny Chapman as Wallach's helper, and Eades Hogue and Noah Williamson as the town marshall and his deputy, respectively.

Kazan's direction is on his accustomed highly professional plane. The story and screen play are unmistakably Tennessee Williams'. It is Kazan's first production for his own company—Newton.

Running time, 114 minutes. Adult classification. Release date, Dec. 29.

SHERWIN KANE

To Raze A.C. Theatre

ATLANTIC CITY, N. J., Dec. 4.—The Earle, originally built 30 years ago by the Stanley Company of America at a cost of $1,000,000, and operated by the Stanley Warner Theatres until 1944, when it was closed down, will be razed to make way for a temporary parking lot. The house has been dark since 1944.

Bookers Reelect Fried

Max Fried was reelected president of the Bookers Club of New York at a meeting held at the Taft Hotel here early this week. Others elected are: Ben Drexler, first vice-president; Sid Klein, second vice-president; James Dandron, treasurer; Mann Friedlander, financial secretary, and Myron Starr, secretary.

Advise MPA

(*Continued from page 1*)

$10.00 containing $12.50 worth admissions, with the original chase price being paid for by or by charge as in the other pla

The company sales managers also apprised of the Wood survey sults yesterday in a meeting MPAA headquarters called to an analysis of the report the distribution sub-committee w supervised the survey. The sub-c mittee is composed of William Gehring, chairman; Charles M. gan, and Charles Feldman.

Gehring to Confer in Indiana

Gehring will shortly leave Indianapolis and Marion County meet with exhibitors there to re on the survey results. The study initiated and financed by the MP after consultation and in coopera with these exhibitors. In the su a total of nearly 1,400 personal terviews were carried out amon cross section of the adult popula 18 years of age and over.

Questions asked in the charge of the survey were: "Suppose movie people started a charge similar to that in department st where they would give you a c card good for any theatre and you at the end of the month for pictures you saw—do you think you would like to have such a c Do you think you would go to movies more often if you had a card or would you go abou often as you do now? Would you to go to the movies more often you do now, or do you feel that are going about as often as would like to? Does it ever ha that you sometimes think of goin the movies but then decide that can use the money better for other things?"

72% Say 'No'

The questions asked in the n scrip book plan were: "Suppose could buy a book of movie ti worth $12.50 for only $10.00, in any theatre and which you c pay for either by cash or charge you think that you would be i ested in buying such a book?" survey revealed that "28 per would be interested and 72 per would not be interested."

'Oscar Sweepstakes'

(*Continued from page 1*)

Metzler, also of the Academy, di the Academy's full program.

The MPAA board was informe the Academy's activities, plans, tion in the industry and world- recognition, proposal for the e lishment of an industry museum, ma art courses, and its internat phases. Seaton also discussed dustry sponsorship of the "O presentations on television.

The company presidents took definitive action on Seaton's pres tion and decided to meet again a future date on financing any of Academy projects.

China Production orted Up 20%

Special to THE DAILY

OKYO, Nov. 29 (By Air Mail).— China has made 45 films in the ten months of 1956, and another will be completed before the end ie year, according to a report re- ed here from Peking. Sixty-two ie 78 documentaries planned for have already been completed, ding production for the year 20 cent greater than in 1955.

ans for 1957 include 40 features, educational and 252 documen- s and newsreels including ex- nental films for wide screens.

niversal's 12

(*Continued from page* 1)

-long sales executive conferenee. ven of the films are in Cinema- e; eight are in color; and they re a wide variety of subject mat- Feldman said. The company will an "even flow of top produet throughout the year," he added, plans to release 33 pietures in all 957.

ldman told the assembled sales itives that the pictures "will be ed by showmanship effort." Da- s. Lipton, viee-president, is sched- to detail promotion plans on the res at sessions later this week. ie January releases inelude tten on the Wind," "Four Girls own" and "Rock, Pretty Baby"; uary, "The Great Man," "Istan- and "The Night Runner"; h, "Battle Hymn," "Gun for a ard," and "Mister Cory"; April, Ineredible Shrinking Man," y and Me," and "The Tattered s."

neers' Income

(*Continued from page* 1)

close of the last fiscal year. The administrative expenses, whieh red printing, mailing, salaries for ial assignments and auditing for same period, was $13,187.35— oximately 9 per eent of the total me or an average of $2,000 per

was pointed out that during the several years the Foundation of ion Pieture Pioneers was instru- tal in aiding many Pioneers with ncial and medieal assistance.

ramount Meeting

(*Continued from page* 1)

ıting Corp. and eastern sales ıager, presiding.

ining with Owen in diseussion of re releases and sales polieies will Howard G. Minsky, mid-eastern sion manager. Braneh managers nding inelude: Ulrik F. Smith, adelphia; Edmund C. DeBerry, cinnati; Harry S. Buxbaum, Cleve- l; Dave Kimelman, Pittsburgh, Herb Gillis, Washington.

RCA and NBC

(*Continued from page* 1)

conspired together" to obtain the five VHF TV outlets by using NBC's power as a network—to grant or withhold NBC network affiliations—as a coereive weapon.

The court was asked to declare the Westinghouse transaction unlawful and also to "order sueh divestiture of NBC's assets as it may deem neeessary and appropriate."

NBC Has Stations in 6 Cities

NBC now owns VHF TV stations in New York, Washington, Chieago, Philadelphia and Los Angeles, and a UHF outlet in Buffalo. It is seeking permission to aequire another UHF station in New Britain, Conn.

In the Westinghouse transaetion, Westinghouse transferred its Philadelphia radio and TV stations to NBC in exehange for Cleveland AM-FM and TV stations and $3,000,000. The switeh was approved by the Federal Communieations Commission.

Brownell Critical

The Justiee suit, long in the works, is the first involving the aetivities of a television network. In filing the suit, attorney general Brownell declared that "where, as here alleged, a network has used its power to gain a competitive advantage as a station owner over its competitors, it is the duty of the Government under the Sherman Aet to seek to remedy the effeets of this offense and to prevent similar offenses in the future."

Columbia Loans

(*Continued from page* 1)

Savings Assoeiation, Bank of Amerieа, Chase Manhattan Bank and Bankers Trust on Sept. 1, 1954, and repaid $3,000,000 of this loan last Oet. 1.

The SEC report noted that at the time of the repayment of $3,000,000, Sereen Gems, Ine., a subsidiary of Columbia Pictures, borrowed $5,000,000 from the First National Bank of Boston, the money being guaranteed by the parent eompany. Screen Gems, under the terms of the loan, will repay $1,000,000 on Aug. 31, 1957, another million on Aug. 31, 1958, and the balanee on Aug. 31, 1959, or earlier in whole or in part at the option of Screen Gems with interest at four per eent per annum on the unpaid balanee.

Canadian Year Book For '56-'57 Released

The 1956-57 Year Book of the Canadian Motion Pieture Industry has just been published by Film Publieations of Canada, Ltd. The annual publieation, consisting of many seetions devoted to the film industry in Canada, ineludes statisties on exhibition, theatre eireuits and their personnel. A list of all theatres in the eountry with capaeity and liceensee, distributors and their personnel, organizations, studios and produeers, equipment companies, etc. The editor of the publieation is Hye Bossin.

Television Today

THE HON. Charles Edison, honorary president of the Thomas Alva Edison Foundation, (left) presents an Edison Award honoring ABC-TV's "Disneyland" as "the best children's television program" to Albert Margolies of Walt Disney Produetions during presentation ceremonies at the Waldorf-Astoria in New York.

TV, Radio Programs Receive Edison Awards

Several television and radio programs were given Edison Foundation National Mass Media Awards by Edison Foundation trustees at a dinner held at the Waldorf-Astoria Monday night.

In the television field, "Wide Wide World" (NBC) was named "the television program best portraying Amerieа," and "Disneyland" (ABC) was honored as "the best ehildren's television program."

In the radio field, CBS Radio Workshop won an award as "the radio program best portraying Amerieа"; "No Sehool Today" (ABC) as "the best ehildren's radio program," and "Adventures in Scienee" (CBS) as "the best seienee radio program for youth."

In addition three motion pictures were eited: "Moby Diek" (Warners); "On the Threshold of Space" (20th Century-Fox); and "The Great Locomotive Chase" (Walt Disney).

Change PRM Name to Associated Artists Corp.

PRM, Ine., changed its name to Associated Artists Produetions Corp. by a vote of the stoekholders at a meeting here, it has been announced. The ehange was made in order to eapitalize on goodwill resulting from television broadeastings of company-owned films through its wholly-owned subsidiary, Associated Artists Productions, Ine., an official of the company explained.

The title ehange does not affeet the relationship of the two eompanies, the offieial added. The newly titled AAP Corp. will have a stoek symbol on the Ameriean Stock Exehange of ART, he said.

Appoint Salk Screen Gems' Station Head

Robert H. Salk, presently director of syndicated sales, will be named director of station operations of Sereen Gems, to begin his duties immediately it was announeed yesterday by Ralph Cohn, vice-president and general manager. Screen Gems, the television subsidiary of Columbia Pictures, is thus expanding its operation by the ereation of a new division which will be directly eoneerned with television station ownership, operation and programming, as announeed at the Columbia stockholders meeting last week.

"Under the new structure," Cohn said, "Salk will represent Sereen Gems in the purehase of interest in stations. His department will be available for consultation on programming toward more profitable operation of television stations. In addition, Salk will be the company's liaison with all government ageneies eoncerned with the television industry."

Came from Katz Subsidiary

Prior to joining Screen Gems in August, 1955, Salk was general manager of Station Films, Ine., a subsidiary of the Katz Ageney, where he was responsible for the purehase of film programs for a large group of stations represented by the ageney. Prior to that appointment, he was director of research and headed the TV sales development department for that firm. He has also had considerable network experienee because of a prior affiliation with CBS and is thoroughly familiar with network sales methods and praetiees.

A replaeement for Salk will be announeed shortly.

Three Sales Executives Named at Ziv TV

Three sales exeeutive appointments have been announced by M. J. Rifkin, vice-president in eharge of sales at Ziv TV here. The assignments cover both East and West Coast areas.

Alan Johnstone is being re-assigned from the national sales force staff of Ziv on the Paeifie Coast to an account exeeutive position with the Syndieated Sales Foree, eovering Washington and Oregon.

William Andrews is moving up from an aeeount exeeutive's post in the western division to beeome spot sales manager of the division.

In New York, Don Segal is joining the New York City sales force, under Len Firestone, as an aeeount exeeutive.

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COMBINE TO GIVE YOU
A TOP-NOTCH WESTERN
AND A TOP-GROSSER!

The powerful story of a topgun turned parson— a man who tried to fight fire with faith!

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STARRING
JAMES MITCHELL · ROSEMARIE BOWE
co-starring JAN MERLIN · JESS BARKER · HUGH SANDERS · featuring TAYLOR HOLMES · PHILIP TONGE · DOROTHY PATRICK
Music composed and conducted by GEORGE GREELEY · Screenplay by HAL RICHARDS and JAY INGRAM · Directed by TED POST

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THRU UA

All the News That News

MOTION PICTURE DAILY

Concise and to the Point

), NO. 108 NEW YORK, U.S.A., THURSDAY, DECEMBER 6, 1956 TEN CENTS

...ORIAL

...the Boxoffice Drive Going

By Sherwin Kane

...-CONSUMING deliberations ...dy have eliminated Compo's ...ence Awards as a business ...n project for the nation's ... this year. Unless the indus... swiftly on the one worth... ...maining project—the "Oscar ...kes" conceived by Robert ...r—it will be too late for that ...

...while, the theatres are in in... need of a boxoffice stimu... ...well planned, well managed ...ing that will reawaken pub... ...est in motion pictures and ... that will keep people think... talking about pictures and ...onalities and that will draw ... the theatres regularly.

•

...scar Sweepstakes would ap... ...fill that need. At least, no ...le objections to it have been ... any quarter.

...plan proposes balloting at ...tres for individual patron's ...or Academy Awards in spec... ...egories; with winners de... by those whose selections ...sely approximate the actual ...nners. Balloting would con... ...m the time Academy nomi... ...are announced in February ... Awards are presented about ... later. Winners from various ...would receive trips to Hol... ...with the final winner being ... with "The House That ...ilt," designed and complete... ...hed by Hollywood experts ... with Awards winners.

•

...howmanship values of the ... apparent. The possibilities ...os, local and national, un... The period of drawing pa... the theatres and of arous... ...ic interest and stimulating ...g discussion, publicity and ...g following, as well as prior ...cademy Awards, make the ...cially valuable as an audi... ...ding force.

...e purpose is to get more ...to the theatres. The solu... every problem that besets ...try are to be found there ... only.

... the time to act.

Business Big In Far East

By GUS DALLAS

American films will be the most important in Oriental countries for many years to come and will grow commercially in spite of increasing local production and the sprouting television industry, according to Seymour Mayer, regional director for the Far and Near East for Loew's International.

Seymour Mayer

Mayer returned this week after completing an eight-week tour of Loew's Far East-

(*Continued on page 6*)

U-I to Produce 30 Pictures in 1957

From THE DAILY Bureau

HOLLYWOOD, Dec. 5.—Universal-International currently has 64 important story properties in various stages of preparation, from which its 1957 program of more than 30 high-budget

(*Continued on page 2*)

SAG to Deal with Fox Alone On Post-1948 Films-to-TV

From THE DAILY Bureau

HOLLYWOOD, Dec. 5.—Commenting on published reports concerning the Matty Fox talks with talent guilds for a residual payment formula which would enable him to sell to television approximately 75 post-1948 features obtained by Fox in the RKO backlog, Screen Actors Guild's John L. Dales today said:

"Because SAG, with thousands of members involved in any such deal, has problems different from Screen Writers Guild and Screen Directors Guild, in the next round of negotiations SAG will meet separately with Fox to discuss its own problems. SWG and SDG will hold joint meetings with Fox."

MPEA Aide to Protest Egyptian Trade Bars

The board of directors of the Motion Picture Export Association will send overseas representive Charles Baldwin to Egypt to confer with managers of member companies' branches there on alleged discriminatory trade restrictions, it was reported yesterday.

The matter came up at this week's

(*Continued on page 2*)

WB Names Hutner National Publicity Manager; Steinberg New Head of Home Office Division

Meyer M. Hutner has been appointed national publicity manager for Warner Bros. Pictures and Charles S. Steinberg has been advanced to the post of home office publicity manager, it was announced yesterday by Robert S. Taplinger, vice-president and director for advertising and public relations for Warner Bros. Steinberg will assume many of the duties of the late Larry Golob, who was national director of publicity for the company at the time of his death late last month.

Meyer Hutner

Charles Steinberg

Hutner recently resigned as advertising and publicity director for Samuel Goldwyn Productions to join Warner Bros. as a special assistant for liaison with leading independent producers associated with the company. Previously, he was publicity director for eight years at 20th Century-Fox.

Steinberg has been with the Warner Bros. publicity department for 14 years. He has been assistant publicity director and eastern publicity director.

COMPO Promotion

See Audience Awards Called Off This Year

Time Element Involved Viewed as Major Factor

By LESTER DINOFF

Postponement of the Council of Motion Picture Organizations' second Audience Awards campaign, which had been scheduled for Christmas Week, has almost certainly eliminated the industry promotion for 1956.

Robert W. Coyne, member of the COMPO triumvirate and special counsel to COMPO, yesterday said this year's Audience Awards campaign "is in abeyance" even though the time element involved would seem to rule it out.

Originally scheduled for from Christmas Day to Jan. 3, the cam-

(*Continued on page 2*)

Fox Wins Rights to 'Josef Stalin' Title

An arbitration committee of the Title Registration Bureau of the Motion Picture Association of America has given 20th Century-Fox and producer Darryl F. Zanuck clearance to the title, "I Married Josef Stalin," following a hearing earlier this week here.

Veteran independent producer Edward Golden had disputed registration

(*Continued on page 6*)

National Allied Board's Spring Meet in Detroit

Special to THE DAILY

DETROIT, Dec. 5.—The spring meeting of the national Allied board of directors will be held here, it was announced by president Milton London of Michigan Allied on the con-

(*Continued on page 6*)

Television Today
Page 6

PERSONAL MENTION

GEORGE WELTNER, president of Paramount Film Distributing Corp., returned to New York yesterday from Mexico City.

•

JACK COHN, executive vice-president of Columbia Pictures, has undergone minor surgery at a local hospital and is expected to return to his home in a few days for a short period of convalescence.

•

ARNOLD M. PICKER, United Artists vice-president in charge of foreign distribution, will return to New York today from Europe.

•

MAURICE KING, vice-president of King Brothers Productions, left here yesterday by plane for Germany.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, has returned to New York from Salt Lake City.

•

JAMES E. PERKINS, executive vice-president of Paramount International, left Bombay, India., yesterday for Istanbul, Turkey.

•

RAYMOND A. KLUNE, executive manager of studio operations at the RKO Radio studio, left there yesterday for Palm Beach, Fla.

•

HAROLD HECHT, producer, returned to New York yesterday from London via B.O.A.C.

•

PILADE LEVI, Paramount's general manager for Italy, will leave Rome by plane at the weekend for New York.

•

ROBERT CLARK, president of Associated British Picture Corp., Ltd., returned to London yesterday from New York via B.O.A.C.

R. B. Willby Honored At Atlanta Dinner

ATLANTA, Dec. 5.—R. B. Willby, president of Wilby-Kincey Theatres Co. and a director of American Broadcasting-Paramount Theatres, was honored at a dinner at the Capital City Country Club here yesterday. He will retire on Jan. 1.

Among the friends and associates attending the dinner were Leonard Goldenson, president of AB-PT; Mike Kincey of Wilby-Kincey Theatres, Charlotte; and E. V. Richards, New Orleans.

Audience Awards Drive

(*Continued from page 1*)

paign was postponed for a "re-examination of dates." To stage it after Jan. 3 would conflict both with the proposed launching of the Motion Picture Association of America's "Golden Jubilee," which is scheduled to start in the post-holiday period and nominations of the Academy Awards in February.

However, the MPAA advertising and publicity directors committee has been boosting COMPO as the industry agency to promote the "Oscar Sweepstakes," a contest which it is hoped would be tied in with the Academy of Motion Picture Arts and Sciences annual presentations. Representatives of the Academy and the MPAA are scheduled to meet in Hollywood on Dec. 13 to discuss the "Oscar Sweepstakes" program in detail..

Consideration Expected Soon

Coyne said yesterday it is anticipated that committees from the MPAA and COMPO will meet shortly to discuss the joint venture. "The proposal for COMPO to conduct the 'Oscar Sweepstakes' has not as yet been formally presented," he said.

The MPAA advertising-publicity committee is very eager to launch the "Oscar Sweepstakes" as a prime means of building business at the box office. Representatives of the group have been approaching outside-industry organizations for advice in staging the contest and, it was reported yesterday that one such group is the Sperry-Remington Rand Co., which owns Univac. The mechanical brain would be used to tabulate the ballots and results would come forth in a matter of hours.

The "Oscar Sweepstakes" plan entails the public voting for a period of about four weeks in theatres with a minimum of 5,000 houses expected to participate. A card ballot, with all the Academy Awards nominations, would be given to patrons in theatres and they would vote for their choices. The ballots would also include some sort of a tie breaker question. The winners would be selected and sent to Hollywood as guests of the industry.

One member of the advertising-publicity directors committee yesterday said that "the word of mouth publicity for the industry would be enormous. All phases of the entertainment industry would receive huge amounts of attention, on radio, television and in newspapers and magazines, and the winners would receive big merchandising prizes."

Financing Is Problem

While enthusiasm is high about the "Sweepstakes," there is some question about financing the plan. COMPO does not have the funds to conduct the program, which, it is estimated, would cost anywhere from $100,000 to $150,000 to "start it off right." If COMPO should conduct the promotional event, it is possible the MPAA would allocate a substantial portion of the finances and exhibitors would be asked to supply nominal contributions on a per seat basis.

The MPAA board of directors has already allocated $25,000 toward "Sweepstakes" program.

'Persuasion' Booking Seen Possible Trend

DETROIT, Dec. 5.—Following announcement of the booking by Allied Artists of its "Friendly Persuasion" and "Calling Homicide" into eight second-run neighborhood theatres for its first showings in this area, other local exchanges have indicated a willingness to discuss similar deals with their product. Thus far, initial talks are said to involve whether the field will be thrown wide open or "top grade" pictures still reserved for downtown first-runs.

Exhibitors have indicated either way that the eight-day run of "Persuasion" at advanced prices starting Dec. 25 will be "thoroughly digested" before a continuing policy of this type is determined.

Meanwhile, it was announced that the "Persuasion" bookings have been extended to include one additional Detroit theatre as well as one each in adjoining Mt. Clemens and Plymouth, Mich.

MPEA Aide to Protest

(*Continued from page 1*)

meeting of the MPEA board when a number of the directors told of the difficulties they were experiencing in Egypt as French, British and Jewish personnel were being deported.

The MPEA directors also took up the Japanese self-regulation situation, but put off taking any action, pending the arrival here next week of MPEA vice-president Irving A. Maas from Tokyo. Maas will make a personal report to the board early next week, it was stated, on Japan, India and the Far East.

Order 100 'Persuasion' Prints for Holidays

HOLLYWOOD, Dec. 5. — Allied Artists has ordered 100 additional prints of "Friendly Persuasion" to cope with exhibitor demands for holiday bookings. This order brings the total print supply to 550.

U-I to make

(*Continued from page 1*)

features will be filmed. This w
nounced by Edward Muhl, vice-
dent in charge of production,
day's session of the company's
long sales executives conference
underway at the studio here.

The stories are "well-diversifi
subject matter" and key facto
selecting which will actually b
before the camera are "the
stars to fill top roles and the p
indicated preference for certain
of stories," Muhl pointed out.
two-thirds will be made in Ci
Scope or color, and in some
both.

Particular emphasis again w
placed on biographies, seven of
are now in preparation. They i
"Ataturk," "Bojangles," "The
Everest Story," "The Charles
Story," "The Man Who Rocke
Boat," "The Way Back," and
Boy from Korea."

Novels and plays included
U-I's active story properties are
lon," "A Time to Love and a
to Die," "Bon Voyage," "For L
Money," "Ride a Tiger," "Beyo
Pass," "Too Young," "Outlaw's
"Song of Norway," and others.

Memorial Services S In Seattle for Hamri

SEATTLE, Dec. 5.—Memori
vices will be held here on
at Acacia Mausoleum for John
rick, 80, president of John
rick Theatres, Inc., and one of
tle's earliest motion picture
tors. Hamrick died in New Yor
last Friday after becoming ill
With him were his wife, Fanni
his daughter, Mrs. Beatrice M
of Santa Barbara, Calif.

Hamrick came here from
City, Mo., about 1910 and open
attle's first suburban theatre
Queen Anne, on Queen Anne
He later sold it and built th
lonial Theatre downtown.

Hamrick's first major theatr
the Blue Mouse, built in 1920
built similar theatres in both
land and Tacoma. At the time
death he operated a circuit
theatres, including the Orpheum
sic Hall, Blue Mouse and Musi

Filmack's
TEASERETTI
are catching on fa
Use 'em for
• PREVUE TRAILERS
• CROSS PLUGS
• ADVANCE
These short, snappy trailerettes are just you've been waiting
No contracts, no return
for information!
FILMA
1327 S. WABASH

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E
Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R.
Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williar
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TENT TALK

Variety Club News

HICAGO—The following officers crew for 1957 were elected by bers of Variety Club of Illinois, 26, at their annual meeting re- y. Officers: Louis Reinheimer, barker; Nat Nathanson, 1st as- nt chief barker; William Margolis, assistant chief barker; Harry pan, dough guy; Sam Levinsohn, erty master; Jack Kirsch, interna- l canvasman. Canvasmen: Rob- Conn, Charles Cooper, E. L. berg, Jack Rose, Ralph Smitha, d Wallerstein.

△

ILWAUKEE — At their recent bership meeting the Wisconsin ty Club, Tent No. 14, held elec- of board of directors and officers. directors are Fred Florence, Jack kman, John Mednikow, Ed John- Morey Anderson, Harold Pear- Dean Fitzgerald, Alfred Kvool, lo Provinzano, Andy Spheeris Sam Kaufman. The officers are: Spheeris, chief barker; Edward son, first assistant; Morey Ander- second assistant; Harold Pear- property master, and Angelo Pro- ino, dough guy.

△

ORONTO—At a meeting of the y elected crew of Variety Club, 28, the following were elected rs for 1957: N. A. Taylor, chief r; Dan Krendel, 1st assistant barker; Jack Fitzgibbons, Jr., assistant chief barker; Chet Fried- property master, and Al Troyer, h guy. Installation of the new rs will take place at the annual r dance at the Sign of the Steer aurant, Dec. 13.

△

EW ORLEANS—The installation nonies for new officers of New ans' Variety Club Tent No. 45 held at the Tent headquarters with George Hoover, Variety In- tional executive, acting as master remonies. New officers are Hen- . Plitt, chief barker; H. F. Coh- st assistant chief barker; George gesser, 2nd assistant chief barker; am Briant, property master; and Mabry, dough guy. The tent's Chaplains were all re-elected to another year. They are Rabbi A. Bergman, Rev. Sherwood Clay- and Father Edward Murphy. n canvasmen - board members also recently chosen and include rice F. Barr, Joel Bluestone, Dan- l. Brandon, Roy Nicaud, Irwin e and Donald B. Stafford, along the officers and Page M. Baker, chief barker.

AMPP Host to 91

OLLYWOOD, Dec. 5. — The in- ational committee of the Associa- of Motion Picture Producers has rted 91 visitors, from 29 foreign tries, were guests of AMPP dur- November.

Loew's Opening New Berlin Theatre Friday

Special to THE DAILY

BERLIN, Germany, Dec. 5.—The M-G-M Theatre, second of Loew's International's projection circuit of showcases to be extended to all key cities of the country, will open Friday evening with "The Swan" as its first attraction. On hand for premiere festivities will be Arthur M. Loew, president of Loew's International, who is now in Europe.

The theatre here is the 56th in Loew's circuit abroad which includes several drive-ins. Recent openings were in Milan; Chullora, Sydney; Buenos Aires; and Hamburg.

Supports Opposition to French Exchanges Here

"Complete support" of Jean Goldwurm's recently announced opposition to the establishment of exchanges for exclusive distribution of French pictures in the United States has been expressed by Henri Deutschmeister. He is head of Franco London Film, one of the most imporant producing companies in France.

Calls 'Position Clear'

In a personal letter to Goldwurm, president of Times Film Corp., Deutschmeister wrote that, since Goldwurm had made his position clear, he himself would "refuse to go further with this idea and will ask to have the whole plan dropped." Deutschmeister stated that there had been "two or three meetings of French producers" held in connection with the proposal, but that several of them "were sharply opposed to it, and therefore no progress was made."

Name Thomas Manager Of Rank Distributors

LONDON, Dec. 3 (By Air Mail).—Frederick L. Thomas, managing editor of "The Cinema," trade paper, has been named general manager of the J. Arthur Rank Film Distributors. Thomas was in professional stage management and worked for Lloyd's insurance prior to his appointment in 1930 as publicity manager of Western Electric Co.

In September, 1935, he was named director of advertising and publicity of Paramount Film Service, Ltd., later becoming manager of Cinema Press. In 1939 he became 20th-Fox director of publicity. In 1945 he went with "The Cinema."

Cantor to M. C.

HOLLYWOOD, Dec. 5. — Eddie Cantor will act as master of ceremonies for the telecast of RKO's Hollywood invitational premiere of "Bundle of Joy," at the Egyptian Theatre December 21, according to the company. The film stars Eddie Fisher and Debbie Reynolds and it was Cantor who launched the singer on his career in 1949.

S.F., K.C., Montreal Ahead in UA Drive

United Artists' San Francisco, Kansas City and Montreal branches have won the first lap of the Jim Velde Drive, it was announced yesterday by co-captains William J. Heineman, vice-president in charge of distribution, and Max E. Youngstein, vice-president. More than $50,000 in cash prizes will be awarded in the billings, collections and playdate campaign honoring James R. Velde, UA's general sales manager.

San Francisco, Kansas City and Montreal branches, which took first place in each of the groups of equal grossing potential, are respectively managed by C. Frank Harris, Ralph Amacher and Sam Kunitsky.

Western District Wins

The Western district, managed by Ralph Clark, leads in district standings, and the Western division, managed by Al Fitter, leads in division standings.

Editor Hollywood Trip Played Up in Newspaper

Motion pictures received a considerable amount of off-the-amusement-page newspaper space in the Columbus, O., "Dispatch" this fall when the daily's amusement editor visited Hollywood studios and sent back an extensive series on production activities.

Considerable reader interest was generated by the "Dispatch's" publication of editor Sam Wilson's columns, the newspaper reported. The news is of significance to the industry because of current proposals by the Motion Picture Association to invite newspaper editors from around the country to a similar tour of Hollywood facilities.

S-W Club Elects

PHILADELPHIA, Dec. 5.—Martin Aninsman, circuit theatre manager, was elected president of the Stanley Warner Club, Philadelphia Division, for the ensuing year at the annual meeting of the board of governors of the local employees unit of Stanley Warner Theatres. Other elected officers are Isidore Perlin, vice-president; Leigh Smellow, vice-president in charge of membership; Jayne M. Netzel, vice-president in charge of welfare; Dave Fishman, vice-president in charge of entertainment; J. Ellis Shipman, treasurer; and Helen Mahoney, secretary.

New TCF Department

In anticipation of increased activity by TCF Television Productions, Irving Asher, executive in charge of production for the 20th Century-Fox subsidiary, has established a new department of business affairs for TCF-TV. Charles Bole, of the 20th Century-Fox Film Corp. legal staff, has been named by Asher to head the new department as business affairs manager.

. . . NEWS ROUNDUP

Protest Boston Ad Rates

A letter has been sent to Ernest Hoftyzer, advertising manager of the Boston Hearst papers, "Boston American" and "Boston Record," from Independent Exhibitors, Inc., of New England protesting the five cent differential in the proposed increase in the advertising rates for conventional theatres over drive-in houses. The letter said in part, "We feel that this five-cent differential is unreasonable and discriminatory to drive-ins. We sincerely urge that you reconsider this change and that the conventional-type theatres and drive-ins be treated as equals."

■

Press to See 'Battle'

Personalities from the fields of stage, screen, radio and television, in addition to members of the press and leading motion picture exhibitors, will attend an invitational press preview of Universal-International's "Battle Hymn" at the RKO 86th Street Theatre here on Tuesday night.

■

Postpone 'Beautiful' Bow

The benefit premiere for Hungarian Relief of Gina Lollobrigida's new picture, "Beautiful but Dangerous," which was to have taken place at the Keith's Memorial Theatre in Boston tonight with Miss Lollobrigida herself appearing on the stage, has been postponed until after the first of the year. The master print, recently arrived from Italy, has been sent to Hollywood for further processing and will not be available for several weeks.

■

Ellis Sells Theatre

The Academy Theatre, operated as an A. M. Ellis Theatres house for many years in the south section of Philadelphia, was sold by the independent theatre chain to C. and A. DiPaolo for $16,200. It will be continued as a theatre operation.

■

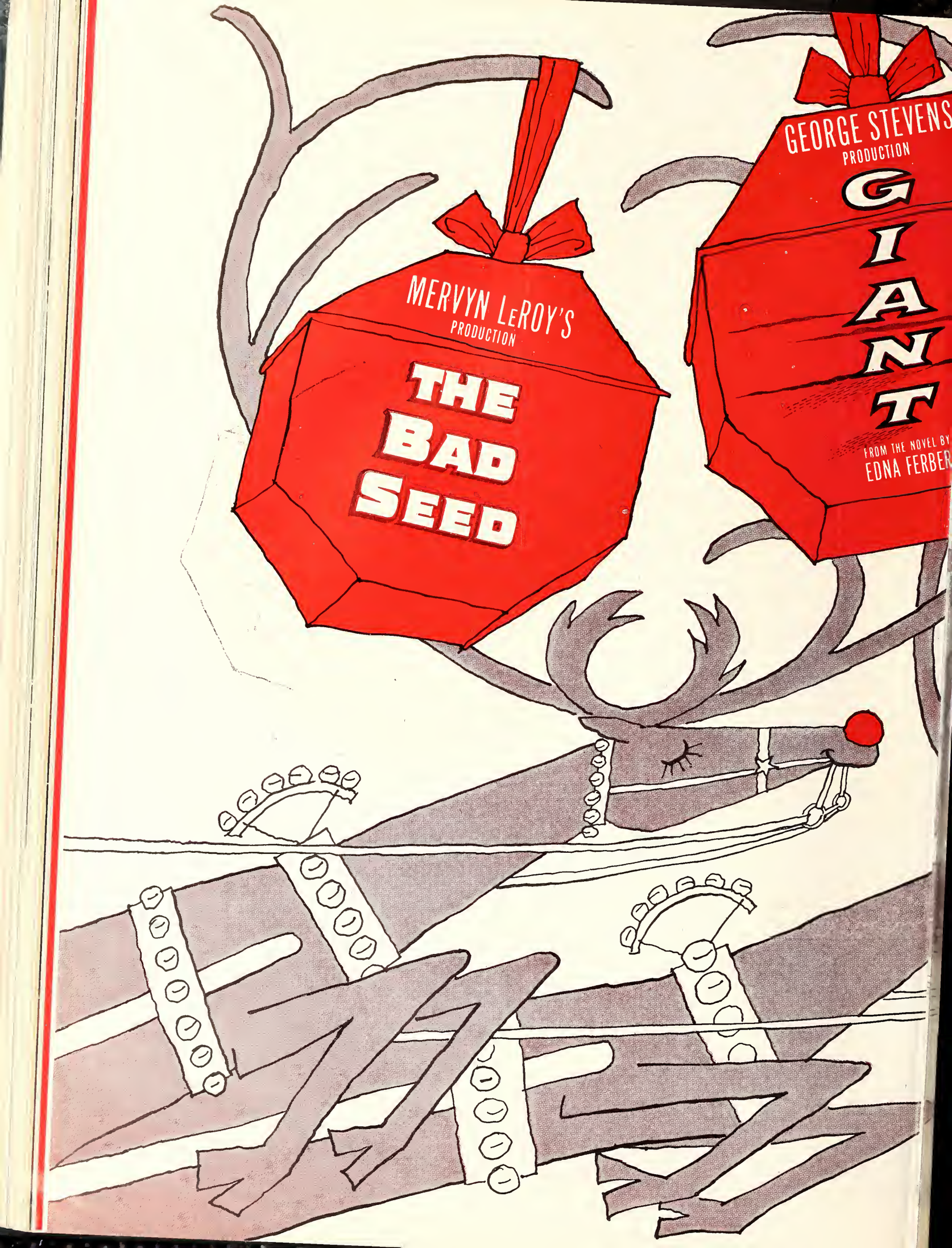
Newspaper Drive for 'King'

A national newspaper advertising program comprising $100,000 worth of big-space displays in 59 newspapers has been set by United Artists in behalf of Russ-Field's "The King and Four Queens," it was announced yesterday by Roger H. Lewis, UA national director of advertising, publicity and exploitation.

■

'Carnival' Sales Progress

Sales of "The Big Fun Carnival," the Artists-Producers Associates' series of twelve 90-minute variety programs for children's matinees, are progressing, the company announced yesterday. The package has been sold to Stanley Warner Theatres in the New England zone only, it was said.


MERVYN LeROY'S
PRODUCTION
THE BAD SEED
GEORGE STEVENS
PRODUCTION
GIANT
FROM THE NOVEL BY
EDNA FERBER

head of 'em all for the holidays – or any day!

Television Today

RCA and NBC Defend TV Station Purchases

Radio Corp. of America and its subsidiary, National Broadcasting Corp., have denied charges of anti-trust violations brought against them by the Justice Department, claiming that the suit was the result of a "jurisdictional dispute between two agencies of government," in which they were "caught in the middle."

In the suit filed in the Philadelphia District Court this week, the Anti-Trust Division made an issue of the recent acquisition of a Westinghouse radio-TV outlet in Cleveland by NBC, alleging that RCA and NBC "unlawfully conspired together" to obtain that and other stations by using NBC's network affiliations as a coercive weapon.

The defendants claimed that there was no coercion used in the Westinghouse deal, where Westinghouse acquired NBC's Philadelphia station in exchange, but that Westinghouse sent a letter to the Federal Communications Commission urging approval of the sale.

Furthermore, the defendants pointed out, the FCC, "after a thorough study of all facts," gave its approval to the sale.

Set Agenda for Meet Of NBC Managers Here

Sales, programming, public service and special projects for 1957 will be discussed next Monday and Tuesday at a meeting of general managers of National Broadcasting Co.'s owned radio and television stations at the St. Regis Hotel here, it was announced by Thomas B. McFadden, vice-president of NBC owned stations and spot sales.

Television sales rose 21 per cent over 1955 and radio sales were up 17 per cent over the previous year, McFadden said. After discussing the year's accomplishments and planning the next year, the managers will leave for Miami Beach, Fla., for the company's 30th anniversary convention.

Lever Signs CBS Pact

Lever Brothers this week signed a 52-week contract with Columbia Broadcasting System radio to co-sponsor four programs five times a week, effective Jan. 2, it was announced. The company will present 20 seven-and-a-half units weekly in "Ma Perkins," "Young Dr. Malone," "Helen Trent" and "House Party."

Warwick TV Dept.

LONDON, Dec. 4 (By Air Mail).—Warwick Film Productions, Ltd., has established a special TV production department here, to be headed by Jess Yates, a former British Broadcasting Co. producer, it has been announced.

Who's Where

George C. Hatch has been named director of District 14 (Intermountain States), National Association of Radio and Television Broadcasters. He is chairman of the board of the Intermountain Network, president of radio station KALL, and vice-president and general manager of KUTV, Salt Lake City television station. He also is president of Salt Lake Broadcasting Co.

□

Bill Beals has joined KFI's sales staff. He was assistant sales manager of KDAY from 1952 to 1954, and also worked for KABC radio sales from August 1954 to July 1956.

□

Irving Feld has been appointed national syndication sales supervisor for Guild Films, covering the regions west of the Mississippi, it was announced by **John Cole**, vice-president for sales.

□

James Sheldon has joined Ziv Television as a producer-director, it was announced by **Maurice Unger**, vice-president in charge of production for Ziv. He will report for assignment on a new telefilm project this week.

TV Set Makers Urge Excise Tax Elimination

WASHINGTON, Dec. 5.—Television set makers today urged Congress to eliminate the 10 per cent Federal excise tax on all-channel TV sets and to cut it to 5 per cent on other radio and TV sets.

Sigurd Tranmal, speaking for the Radio-Electronics-Television Manufacturers Assn., told a House Ways and Means Subcommittee that "television is the poor man's window on the world. It is the least expensive form of entertainment and education for his family.

"Families of moderate means rely on television and radio because they do not have money for other more expensive forms of entertainment," Tranmal said. "One of the best ways to benefit families of low income is to reduce the 10 per cent tax on radio, television sets and phonographs."

Elimination of the tax from all-channel TV sets, he added, would cause most manufacturers to shift to all-channel set production, give all purchasers of new sets access to UHF stations, and thus bolster UHF station operations.

Lewis on Spectacular

Jerry Lewis will star in the Saturday, Jan. 19, Saturday spectacular on NBC in his first solo TV appearance. The one-hour color show will be his first under a contract with NBC-TV calling for eight one-hour programs over the next five years.

Oriental Gross

(*Continued from page* 1)

ern branches, where he found that sales and distribution were "very good," despite the constantly disrupted political affairs of many of the locations.

"The Oriental people have strongly adopted the movie-going habit," Mayer commented. "They'll go to the pictures if they can get out into the street, even with riots and disturbances going on in other parts of the city." Attendance may stop during one or two days of widespread violence, he said, but as soon as the fighting is over, the public returns.

Local production has increased in many Oriental countries, principally because American product has aroused the public's enthusiasm for motion pictures, he said. However, because of language and subject barriers, these films will probably be restricted to an internal market for a number of years, and the American pictures are still predominant.

Television is growing in the Far East, but very slowly because of the high cost for Oriental people. Even after the saturation of Far Eastern television and local production, Mayer foresees enough room for both of them and the American product to be highly profitable.

'Stalin' Title to Fox

(*Continued from page* 1)

of the title "Secret Crimes of Josef Stalin," which was registered with the TRB last June 20 by 20th-Fox. Golden objected to this as he had filed the title, "Josef Stalin," on April 18. His protest sent the issue to arbitration. The TRB arbitration panel found that both Golden's and Fox's registrations were not sufficiently distinguishable to prevent confusion, and upheld the independent producer's protest.

However, 20th-Fox appealed the TRB ruling to the MPAA board, and after considerable discussions, they submitted other titles for the Zanuck film, "The Lives of Josef Stalin" and "I Married Josef Stalin." Golden again continued to object, still claiming title priority, but after the hearing, the arbitration panel cleared 20th-Fox for the latter title.

Efforts to reach Golden, who has been in New York for the past week, were unsuccessful yesterday.

National Allied Board

(*Continued from page* 1)

clusion of negotiations with the National Board to meet simultaneously with the state spring convention.

In a recent memorandum to the directors of National Allied, counsel Abram F. Myers noted that Michigan Allied "is making a strong bid to regain the position of leadership in the industry it once held." Convention plans were drawn, submitted to, and approved by the local board, by William Wetsman.

A new schedule of higher dues has also been passed on by the board and made effective Jan. 1.

National Pre-Sellin

THE headline for the r "The Rainmaker," appe the Dec. 3 issue of "Life," is Making Rogue," bringing to all in a fine film.

The reviewer, in detailin action, says, "Rain, big miraculous rain that set a wh dancing, came down to wa the dusty troubles of Three parched pea patch in a gulch. The rain came beca maybe because of the in magic of Starbuck, the stran of Hal Wallis' new Param lease, 'The Rainmaker,' a w delightful movie with fine ances by Katharine Hepburn Lancaster."

•

"The global adventures of flas and David Niven, a ridic intrepid pair, make Mike To production 'Around the Wo Days' the most outrageously movie novelty of the year the editors of "Look" in the issue. Cantinflas plays Nive during the tour of the world

•

"Seventeen" is asking its in the December issue to s picture from the 12 picture month for 1956. To refresh ories of the voters, a ph each one of the 12 films along with a ballot. Start January and running throug ber, they are: "The Court "Picnic," "Miracle in th "Alexander the Great," "T Touch," "The Man Who K Much," "The Catered Affa Ambassador's Daughter," " and I," "Lust for Life," Persuasion" and "Teahous August Moon." The winnin will be announced in the N sue.

•

Bing Crosby has selected photos from his family all written captions for them. T talgic photos appear in the ber issue of "McCall's." Th an interesting phase of t tainment world, in addition ing the story of Bing, his wife, Dixie Lee, and their f Eight pages are devoted to cle.

•

When reviewing "You C Away From It," Florence S ports in the December issue book" that you won't wan away from this comedy wi starring June Allyson and J mon. The original version, pened One Night," containe mous scene in which Claud bert proved to Clark Gable casier to hitch a ride by s shapely thigh than by w thumb.

WALTE

·I Ready for New Year
ith Variety of Product

Picturing some of the new films, including a wide variety of subject matter for all tastes, which Universal Pictures has ready for 1957.

ROCK HUDSON, one of Universal's top stars, is in two of the company's biggest pictures of the season, including "Written on the Wind" a drama in which he co-stars with Lauren Bacall (shown with him at right), Robert Stack and Dorothy Malone. In "Battle Hymn" (left) he plays the flying parson, Col. Dean Hess. His companions in the scene are Dan Duryea and Anna Kashfi. The film is in CinemaScope and color.

JEFF CHANDLER speaks to the jury in this scene (right) from "The Tattered Dress" in which Jeanne Craine (visible in rear) also appears.

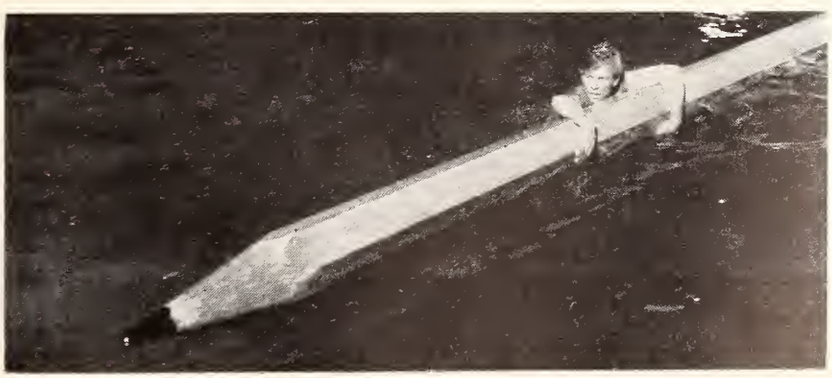
F THE "Four Girls in Town," story set in Hollywood and aphed in Technicolor and Scope, is Julie Adams who ge Nader's partner above. The ree girls are Marianne Cook, rtinelli, and Gia Scala.

"MISTER CORY" (left) is a drama about a gambler who crashes big-time society. With star Tony Curtis (at right) are Martha Hyer and William Reynolds.

WILLIAMS has to a size which him much smaller pencil as shown in ene at right from ncredible Shrinking

•

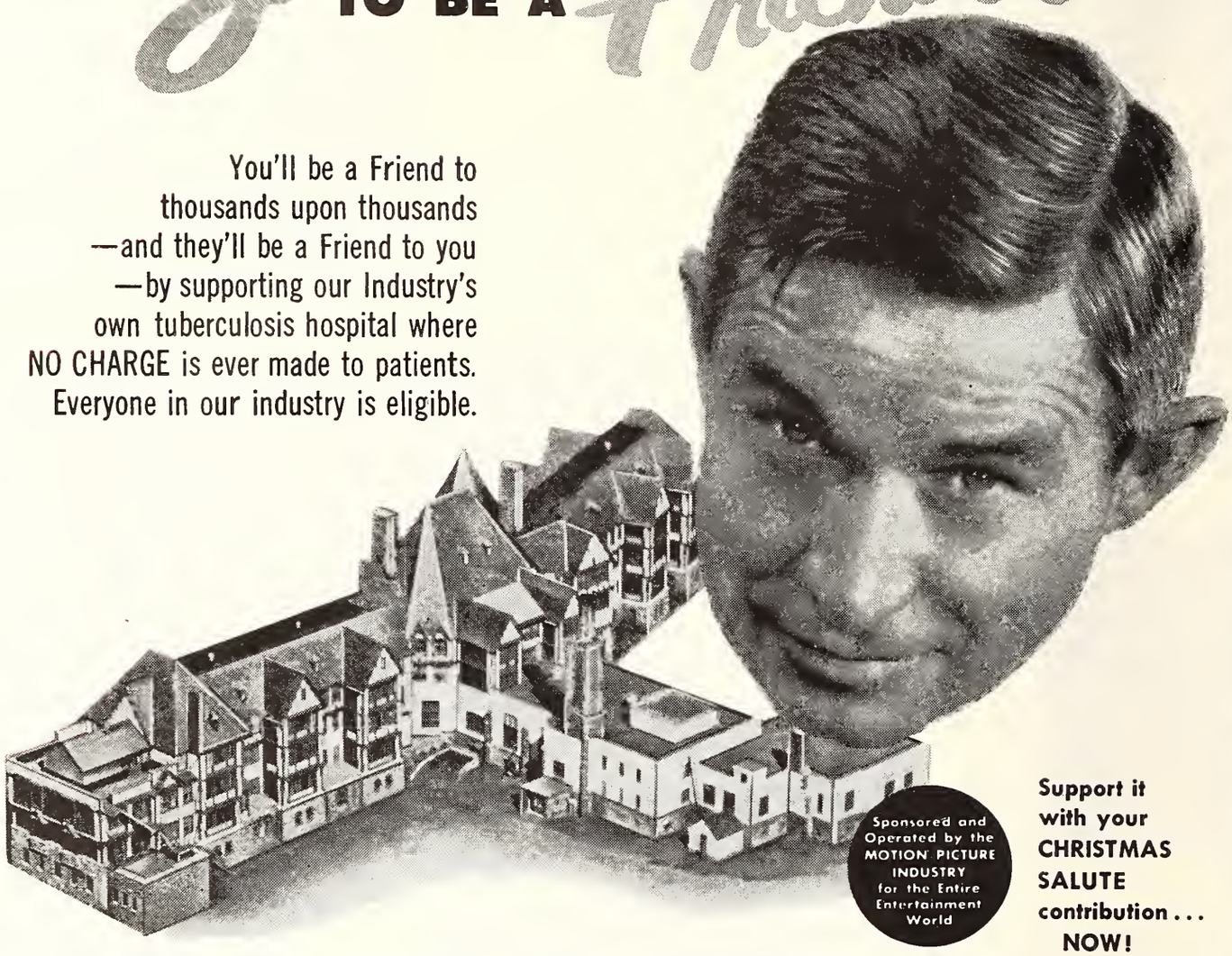
U-I films for the r include "Every- But The Truth," ul," "Rock, Pretty "Gun for a Cow- "The Night Run- "Kelly and Me."



JOSE FERRER plays a commentator who uncovers facts about the life of a recently-deceased radio star in the drama "The Great Man," based on Al Morgan's best-selling novel. Julie London is with him above. Dean Jagger is also in the cast.

IT'S *Great* TO BE A *Friend!*

You'll be a Friend to
thousands upon thousands
—and they'll be a Friend to you
—by supporting our Industry's
own tuberculosis hospital where
NO CHARGE is ever made to patients.
Everyone in our industry is eligible.



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All patients are from Amusement Industry.
More than 1500 TB cases have been cured.
Successful in 94% -plus of our cases.
Most pleasent living conditions for patients.
No finer care and treatment anywhere.
Constant Research.

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ONCE-A-YEAR Time to help your Industry Friends

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Will Rogers Hospital gratefully acknowledges the contribution of advertising production by Paramount Pictures, and of space by this Publisher

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

, NO. 109 NEW YORK, U.S.A., FRIDAY, DECEMBER 7, 1956 TEN CENTS

g Mayor

. Showmen Seek Tax peal Today

las Collected Over 77,543 Since '54

y LESTER DINOFF

t committee of New York bitors will meet this afternoon yor Robert F. Wagner to seek of the five per cent amuse- which, since its commence- July 1, 1954, has brought in ,777,543.

committee is composed of of the Independent Theatre Association and the Metro- Picture Theatres Association hopes to present the Mayor idence of "the urgent neces- the repeal of the impost."

on the group are Harry Continued on page 11)

Rosen Forms Corp. urchase Drive-in

Special to THE DAILY

NY, Dec. 6.—Formation of orporation, Cinema Drive-In, r the purchase of the Rock ve-In Theatre, three miles out- nticello, from Lamont Thea- c., of Albany, has been an- l by Leo Rosen, former general r of the Schine - controlled Continued on page 15)

'Stayed by Odeon Oklahoma!' Release

Special to THE DAILY

ONTO, Dec. 6.—Odeon Thea- Canada, Ltd., has obtained an or an interim injunction against Century-Fox Corp., limiting it eleasing "Oklahoma!" in Cine- (Continued on page 2)

Television Today

Page 15

Holden Leads Money-Making Film Stars in 'Fame' Poll

By JAY REMER

A new Number One Money-Making star has been selected by the exhibitors of the country in the latest poll conducted by Motion Picture Herald for "Fame." William Holden, who has been laboring fruitfully in the Hollywood vineyards since way back in 1939, is the new winner.

The other exclusive nine in the Top Ten playing follow the leader are, in the usual order, John Wayne, James Stewart, Burt Lancaster, Glenn Ford, Martin and Lewis, Gary Cooper, Marilyn Monroe, Kim Novak and Frank Sinatra. Miss Novak and the Messrs. Lancaster, Ford and Sinatra are newcomers, while Miss Monroe returns after one year's absence. They replaced Grace Kelly, Marlon Brando, Humphrey Bogart, June Allyson and Clark Gable.

The 25th annual *Herald-Fame* poll was conducted—as were the previous ones—by direct mail ballot to all exhibitors in the United States and Canada. The U.S. theatre men are (Continued on page 12)

Publish U. K. Industry Bill

By WILLIAM PAY

LONDON, Dec. 6.—The Government today published its Cinematograph Bill incorporating three measures designed to encourage British film production on a statutory basis for ten years. The bill imposes a statutory levy on exhibitors, replacing the Eady plan; extends the loan making powers of the National Film Finance (Continued on page 2)

Final Meeting Tuesday On 'Sweepstakes' Plan

The merchandising and promotion sub-committee of the Advertising and Publicity Directors Committee of the Motion Picture Association of America will meet here next Tuesday at noon for a final review on its "Oscar Sweepstakes" proposal, according to an MPAA representative.

Chairman Alfred H. Tamarin of (Continued on page 2)

Screen Gems Acquires Hygo, Unity TV Films

An agreement for the acquisition of Hygo Television Films and its affiliated company, Unity Television Films, by Screen Gems, Inc., was announced yesterday by Ralph Cohn, vice-president and general (Continued on page 15)

Television Today..

MPAA, COMPO, Exhibitors to Meet Wednesday On Briefing Publishers on Industry's Status

Representatives of the Motion Picture Association of America, Council of Motion Picture Organizations, and the leading exhibitor associations, will meet Wednesday at the Harvard Club here to discuss extending invitations to newspaper publishers to hear "state of the union" talks on the motion picture industry, according to an MPAA official.

The meeting will be the first official action which the MPAA has taken under its business building program in working with representatives of the Independent Theatre Owners Association, Metropolitan Motion Picture Theatres Association, Theatre Owners of America, and Allied Theatre Owners of New Jersey.

The MPAA committee will be composed of members of the advertising and publicity directors committee which has recommended that industry executives meet with the publishers in the five principal regions of the nation to present a realistic appraisal of the industry. The MPAA official said that the purpose of the joint meeting would be to secure exhibitor sanction of the proposal and have them extend the invitations to the publishers.

'Bright Outlook'

Fabian Sees Improvement In Business

Reports Annual Profit For SW Corp. $3,194,200

The outlook for improved box office receipts in the near future is "brighter than it has been for several months," S. H. Fabian, president of Stanley Warner Corp., said yesterday in issuing the annual financial report of the theatre circuit, Cinerama and International Latex divisions. These combined operations showed a net profit for year of $3,194,200, as compared with $3,065,000 earned during the prior year.

Si Fabian

Fabian blamed the decline in theatre attendance "to a large extent" on the "existing shortage of acceptable (Continued on page 11)

Rank Distributors Acquire Office Here

The American distribution company of J. Arthur Rank Organisations, Ltd., the newly-formed Rank Film Distributors of America, has leased an entire floor of office space at 729 Seventh Ave., New York City, for occupancy early next year.

The company, headed by Kenneth Hargreaves, president, will launch an intensive search shortly for an experienced sales manager to direct distri- (Continued on page 15)

Booking Chart on Page 14

MOTION PICTURE DAILY'S booking chart, listing releases of the major film companies for the months of November, December, and January appears in this issue on page 14.

PERSONAL MENTION

EDWARD MOREY, Allied Artists vice-president, has returned to New York from Chicago.

•

N. PETER RATHVON, producer, returned to London from New York yesterday via B.O.A.C.

•

WILLIAM HOLDEN, rated Top Money-Making Star by exhibitors in the 1956 Herald-Fame Poll, will leave Los Angeles on Saturday for Ceylon.

•

GENE KELLY, producer of "The Happy Road," will return to the Coast today from New York.

•

ADRIENNE FAZAN, M-G-M film editor, returned to the Coast yesterday from New York.

•

GRACIE FIELDS arrived here from London yesterday via B.O.A.C.

•

ARTHUR GREENBLATT, Allied Artists home office sales executive, has left New York for a tour of the company's Southern exchanges.

'Persuasion' Showing Strong Holding Power

In 265 engagements during its first four weeks of national release, William Wyler's "Friendly Persuasion" has amassed a total of 836 weeks of playing time for an average of better than three weeks per theatre, it was reported yesterday by Morey R. Goldstein, Allied Artists vice-president and general sales manager.

The William Wyler production has held over in 97 per cent of its playdates with multiple week runs registered not only in exchange cities but in sub key situations as well. The general rule has been that second, third and even fourth week grosses are only a few dollars apart, the executive pointed out.

Mrs. Geiss to Direct Japanese Film Festival

Mrs. Marjorie Geiss was yesterday named to direct the Japanese Film Festival, which is scheduled to present six evening programs of the latest Japanese feature and short subjeet films at the Museum of Modern Art here Jan. 20-25.

Mrs. Geiss will be in eharge of aetivities whieh will include, in addition to the film showings, press luncheons and interviews with visiting Japanese motion picture people.

'U' Men Asked to Top Past Feldman Drives

HOLLYWOOD, Dec. 6.—Universal Pictures' sales executives were called upon to make the company's seventh annual Charles J. Feldman drive, which begins Dec. 30, "an auspicious beginning for the company's 45th anniversary celebration" by Alfred E. Daff yesterday. Daff spoke at Universal's sales executives conference being held this week at the U-I studio here.

The Feldman sales drives in honor of the vice-president and general sales manager have now become a tradition with the company, Daff said, and exhibitor response during the past six years has enabled the company to keep topping each preceding year. The company has a "strong group" of film productions for this upcoming drive, he added, which runs for 18 weeks to Saturday, May 4.

More than $50,000 in prizes will be distributed in the drive to the company's division, district, branch and office managers, salesmen and bookers for the best billing results achieved during the drive period. In addition to the overall prize money, the branch managers will vie for 18 different "man of the week" awards in the form of special gifts and prizes.

The 13 pictures being featured in this year's drive are "Everything But the Truth," "Written on the Wind," "Four Girls in Town," "Rock, Pretty Baby," "The Great Man," "Istanbul," "The Night Runner," "Gun for a Coward," "Battle Hymn," "Mister Cory," "Kelly and Me," "The Incredible Shrinking Man," and "The Tattered Dress."

Special Christopher Awards to DeMille Film

The Christophers yesterday presented special awards to Cecil B. DeMille and five others who "are primarily responsible" for the production of DeMille's "The Ten Commandments."

DeMille, Henry Wilcoxon, associate producer, and script writers Jesse L. Lasky, Jr., Aeneas MacKenzie, Jack Gariss and Frederic M. Frank were given the special citation "because of the picture's unique significance in relating eternal truths to modern problems," said Father James Keller, founder of the Christophers, in making the awards.

Davis to Aid Benefit

Sammy Davis, Jr., has volunteered to entertain at the supper-dance to be held at the Waldorf-Astoria immediately following the Actors' Studio's Dec. 18 benefit world premiere of Elia Kazan's "Baby Doll" for Warner Bros. release at the Victoria Theatre. The evening's entire proceeds go to the tax-exempt Actors' Studio.

French Up Licenses for Dubbed British Films

LONDON, Dec. 6.—The British Film Producers Association has announced a decision by the French Centre National de la Cinematographie to increase the number of licenses given to dubbed British films to 40 for the period from July, 1956 to September, 1957.

Not less than 90 per cent of the total are to be given British producers and the balance to American producers of British films. Further reciprocity will be given for French films which get circuit release in the United Kingdom and for Franco-British co-productions.

'Oklahoma'

(*Continued from page* 1)

maScope to any one other theatre than Odeon.

The order also restrains the defendants from releasing any other film identified by the trade mark "CinemaScope" in violation of agreement between plaintiff and defendants. The plaintiff is seeking damages charging alleged violation of the plaintiff's rights by the defendants.

The injunction was issued in Ottawa Wednesday without notice by County Judge Peter J. MacDonald acting in the capacity of local judge of the Supreme Court of Ontario.

While no date has been set for a hearing, an application to have a restraining order continued until trial of the action will be argued next week here. The order also enjoins Famous Players Canadian Corp. from showing the motion picture in CinemaScope.

The film is now being shown in Todd-AO at the Tivoli Theatre, Toronto, where it is in its 34th week.

Cinema Editors Honor Gilmore and Catozzo

HOLLYWOOD, Dec. 6.—With more than 250 members of the press and professions attending, American Cinema Editors tonight made its third annual presentations of Critics' Awards for best editing of theatrical motion picture and television films during 1956. The ceremony took place in the Cadoro Suite, Beverly Hilton Hotel.

Stewart Gilmore and Leo Catozzo were honored for their editing of "War and Peace."

In the television category, five writers were cited for their work on "Four-Star Playhouse." They are Bernard Burton, Samuel Beetley, Desmond Marquette, Roland Gross and Lester Orlebeck.

Bill in Brit

(*Continued from page*

Corp. for ten years; and also Quota legislation to Sept. 19

Formal introduction of the the House of Lords indicates ernment's intention to expe passage through Parliament to enact it into law before

The Bill gives the Board power to impose a levy on commencing in October, 195 is calculated to yield appr £3,750,000 ($10,500,000) first year and between £2 and £5,000,000 ($5,600,000,000) in any subsequent

The Customs and Excise charged with the duty of the levy for payment to a up "British Film Fund Agenc will comprise from three to fi bers not connected with the This Agency will make pay producers. The Agency a have the power to exempt from the levy in certain circu

Can Dispose of NFF

In addition to extending making powers of the Natio Finance Corp., the Bill re strictions on making loans t unable to obtain financing fr sources. Also provision is the Board of Trade to di NFFC as a going concern if ble before the ten year ter bill expires.

The Bill is viewed in the as a triumph for the camp on for aid by the producers of the fact that the yield u voluntary Eady plan avera £2,500,000 annually. however, remain adamant stand that they are unable to levy unless they are given a tial entertainment tax reduct

Final Meet Tuesda

(*Continued from page*

United Artists will prepare mittee's plans for launching test at the meeting. He w here for Hollywood to pre entire "Oscar Sweepstakes" p the Academy of Motion Pic & Sciences at a meeting there 13, it was said.

NEW YORK THEA

RADIO CITY MUSIC H
Rockefeller Center
MARLON BRANDO · GLENN FO
MACHIKO KYO
starring in CinemaScope and METROCOLO
"THE TEAHOUSE OF THE AUGUST M
AN M-G-M PICTURE
and THE MUSIC HALL'S GREAT CHRISTMAS

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William F Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Wil nup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Satur days and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New Yor Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Pictu Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

MANY, MANY BIG PICTURES

WITH IMPORTANT AND EXCITING

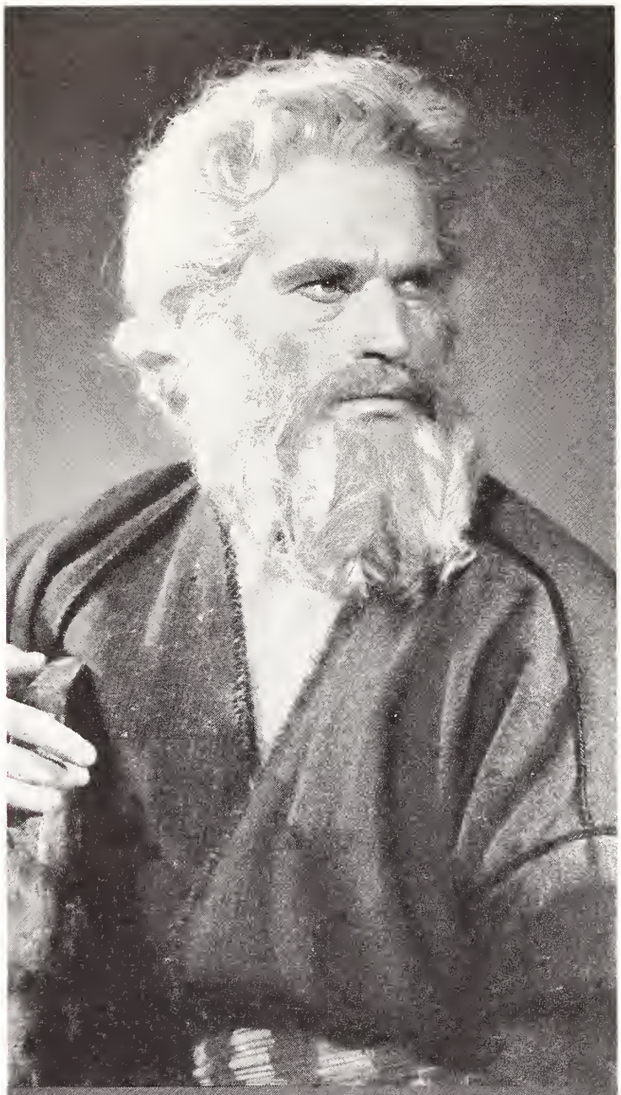
ENTERTAINMENT VALUES TO

INSURE THE BRIGHTEST OF

BOXOFFICE FUTURES FOR

HEATRES THE WORLD ROUND

THROUGH THESE GATES –
The Most Important Attraction I



Charlton Heston as Moses

Three thousand and two hundred years ago (
Mount Sinai THE TEN COMMANDMENT
were engraved on stone. Today they are engrav
on film.

Scene upon scene now exists in permanent Vist
Vision record to dramatize the most vital hum
story that I have directed in 41 years of pictu
making and 20 years on the stage. The scen
made in Egypt are big—big in idea, big in mo
ment, big in massed humanity, warm in col

In Hollywood, we have brought to life t
personal struggle between the very human peo
who were swept along on this great tide of histo
This struggle has never stopped — the strug
between Moses, the man, and Rameses, the kin
Moses, played by Charlton Heston, stands as t
symbol of individual freedom under God. Rames
played by Yul Brynner, stands as the symbol
the dictator who owns everything, including t
souls and bodies of those he rules. Theirs was t

Cecil

The Ten C

starring

CHARLTON HESTON · YUL BRYNNER · ANNE BAXTER · EDWARD
SIR CEDRIC HARDWICKE · NINA FOCH · MART

DIRECTED BY CECIL B. DeMILLE · WRITTEN FOR THE SCREEN BY AENEAS MacKENZIE, JESSE L. LASKY, JR., JACK GARISS, FRED M

TECHNICOLO

Photographs by Karsh, Ottawa

ne History Of Motion Pictures...

great clash between these two giant concepts.
they are still fighting in the world today, just
hey fought their first engagement 3,200 years
on the very ground where our cameras turned.

The collision of these giant forces forms a story
ch sees spiritual power arrayed against earthly
er, devotion facing passion, love against hate,
inspired opposed to the ruthless—showing the
kness and the glory of man and the wonder
God.

On film is traced the events that brought about
giving of the tablets of stone. In them is formed
deep meaning, the enduring inspiration of the
ds that came flaming from Mount Sinai—
E TEN COMMANDMENTS. For they are
foundation of freedom's triumph over the
es of darkness.

The Ten Commandments are not laws. They
the law.

Cecil B. DeMille

Yul Brynner as Pharaoh Rameses II

Mille's

nmandments

BINSON · YVONNE DE CARLO · DEBRA PAGET · JOHN DEREK

ITT · JUDITH ANDERSON · VINCENT PRICE

BASED UPON THE HOLY SCRIPTURES AND OTHER ANCIENT AND MODERN WRITINGS · PRODUCED BY MOTION PICTURE ASSOCIATES, INC.

VISION

THROUGH THESE GATES -
The Biggest Pictures Fro

DEAN JERRY
MARTIN · LEWIS
IN A HAL WALLIS
PRODUCTION

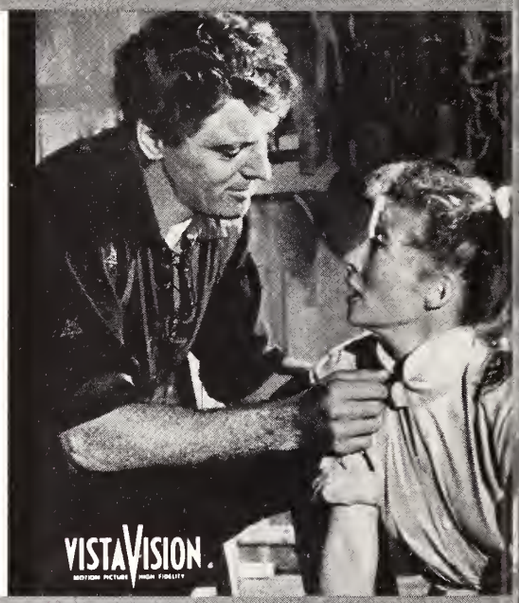
HOLLYWOOD OR BUST

co-starring
PAT CROWLEY · MAXIE ROSENBLOOM
Guest Star ANITA EKBERG
Directed by FRANK TASHLIN • Written by ERNA LAZARUS
New Songs by Sammy Fain and Paul Francis Webster
TECHNICOLOR®

BURT KATHARINE
LANCASTER · HEPBURN
IN A HAL WALLIS
PRODUCTION

THE RAINMAKER

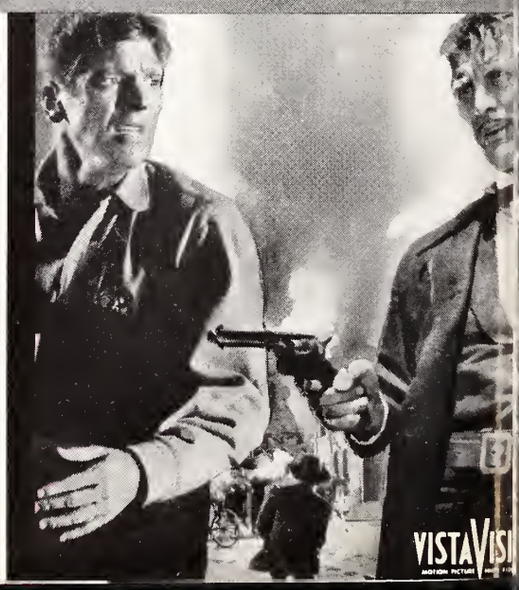
co-starring
WENDELL COREY · LLOYD BRIDGES
EARL HOLLIMAN · CAMERON PRUD'HOMME
Directed by JOSEPH ANTHONY • Screenplay by N. RICHARD NASH
Based on his play produced on the New York stage
Music score by Alex North • TECHNICOLOR®



BURT KIRK
LANCASTER · DOUGLAS
IN A HAL WALLIS
PRODUCTION

GUNFIGHT AT THE O.K. CORRAL

co-starring
RHONDA FLEMING · JO VAN FLEET
JOHN IRELAND
Directed by JOHN STURGES • Screenplay by LEON URIS
Music Composed and Conducted by Dimitri Tiomkin
TECHNICOLOR®



ollywood's Greatest Talents...

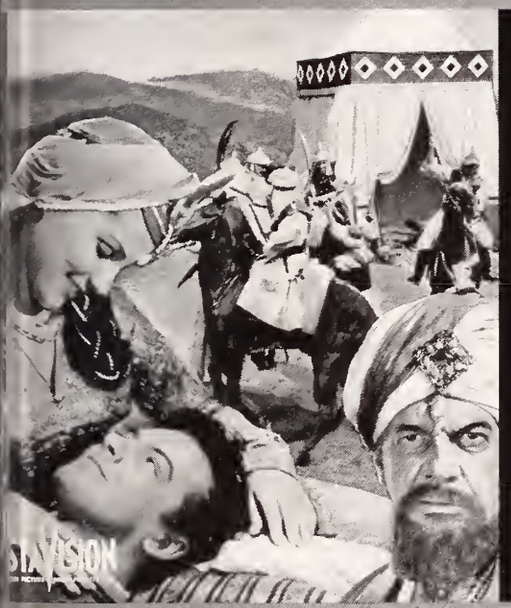
AUDREY HEPBURN and FRED ASTAIRE IN

FUNNY FACE

co-starring

KAY THOMPSON

with MICHEL AUCLAIR • ROBERT FLEMYNG
Choreography by EUGENE LORING and FRED ASTAIRE
Music and Lyrics by GEORGE and IRA GERSHWIN
Additional music and lyrics by Roger Edens
and Leonard Gershe • Produced by ROGER EDENS
Directed by STANLEY DONEN • Written by LEONARD GERSHE
Songs staged by Stanley Donen
TECHNICOLOR®

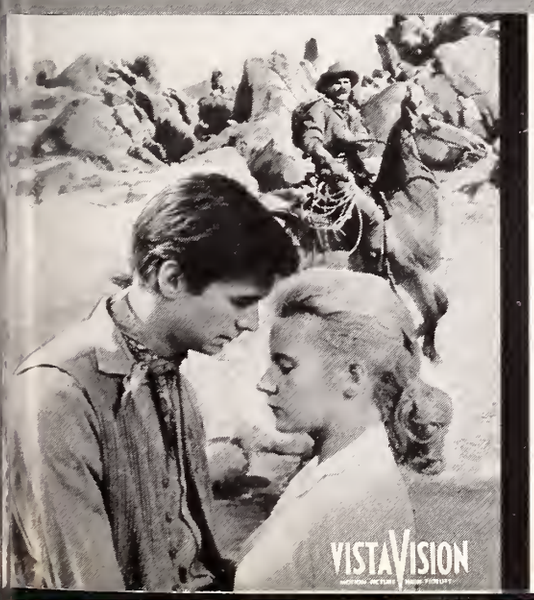


CORNEL WILDE · MICHAEL RENNIE
DEBRA PAGET · JOHN DEREK
RAYMOND MASSEY IN

OMAR KHAYYAM

co-starring YMA SUMAC
MARGARET HAYES · JOAN TAYLOR

Produced by FRANK FREEMAN, Jr. • Directed by WILLIAM DIETERLE
Written by BARRE LYNDON • TECHNICOLOR®



JACK PALANCE
ANTHONY PERKINS IN

THE LONELY MAN

co-starring

NEVILLE BRAND · ROBERT MIDDLETON
Introducing ELAINE AIKEN

Produced by PAT DUGGAN • Directed by HENRY LEVIN
Written by HARRY ESSEX and ROBERT SMITH

THROUGH THESE GATES –
Boxoffice Attractions With Ever

BOB HOPE · VERA MILES
PAUL DOUGLAS

IN **BEAU JAMES**

The Life and Times of Jimmy Walker

co-starring

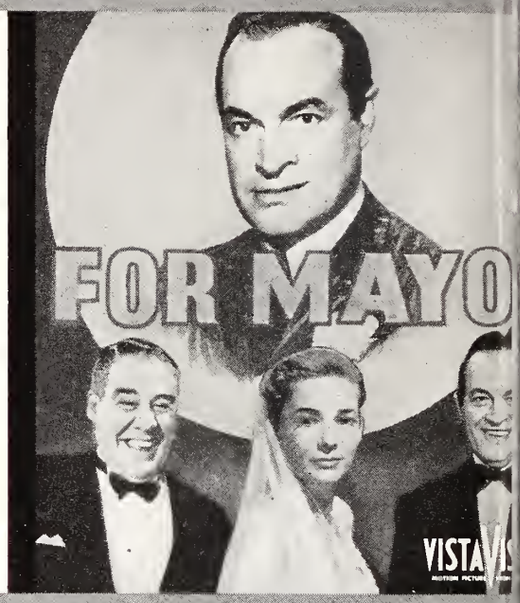
ALEXIS SMITH · DARREN McGAVIN

From the best-seller by GENE FOWLER

Produced by JACK ROSE • Directed by MELVILLE SHAVELSON

Screenplay by JACK ROSE and MELVILLE SHAVELSON

TECHNICOLOR®



RICHARD KILEY and the famous Spanish actress CARMEN SEVILLA

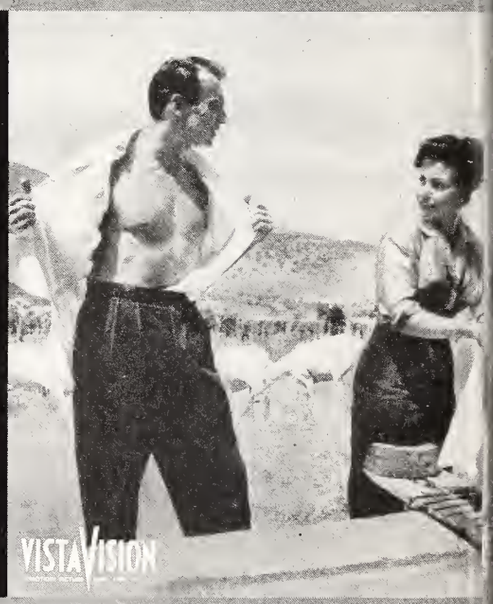
IN **FLAMENCA**

Produced by BRUCE ODLUM

Directed by DONALD SIEGEL

Written by RICHARD COLLINS

TECHNICOLOR®



ANTHONY PERKINS · KARL MALDEN

IN **FEAR STRIKES OUT**

Based on a story by James A. Piersall and Albert S. Hirschberg

Produced by ALAN PAKULA • Directed by ROBERT MULLIGAN

Screenplay by TED BERKMAN and RAPHAEL BLAU

mely Boxoffice Ingredient...

JERRY LEWIS AS

THE DELICATE DELINQUENT

co-starring
DARREN McGAVIN • MARTHA HYER
Written and Directed by DON McGUIRE
Produced by JERRY LEWIS

DONALD O'CONNOR
ANN BLYTH
RHONDA FLEMING IN

THE BUSTER KEATON STORY

co-starring PETER LORRE
Written by SIDNEY SHELDON and ROBERT SMITH
Produced by ROBERT SMITH and SIDNEY SHELDON
Directed by SIDNEY SHELDON
BUSTER KEATON, Technical Advisor

CHARLTON HESTON • ANNE BAXTER
GILBERT ROLAND IN

THREE VIOLENT PEOPLE

co-starring
TOM TRYON
FORREST TUCKER • BRUCE BENNETT
with ELAINE STRITCH • Produced by HUGH BROWN
Directed by RUDOLPH MATÉ
Screenplay by JAMES EDWARD GRANT
Based on a Story by Leonard Praskins and Barney Slater
TECHNICOLOR®

INSIDE THESE GATES

in addition to all the foregoing attractions which are finished or in final stages of production, these outstanding pictures are rolling:

HENRY FONDA · ANTHONY PERKINS
BETSY PALMER · MICHEL RAY
In a Perlberg-Seaton Production

THE TIN STAR

co-starring
Neville Brand · John McIntire

Produced by William Perlberg and George Seaton. Directed by Anthony Mann.
Screenplay by Dudley Nichols. From a story by Barney Slater and Joel Kane. VistaVision.

FRANK SINATRA
MITZI GAYNOR · JEANNE CRAIN in

THE JOKER

co-starring Eddie Albert

From Art Cohn's best-selling biography of Joe E. Lewis.
Produced by Samuel Briskin. Directed by Charles Vidor. Screenplay by Oscar Saul. Music by Sammy Kahn and James Van Heusen. VistaVision.

JAMES STEWART · VERA MILES
in Alfred Hitchcock's

FROM AMONGST THE DEAD

(Tentative Title)

Produced and directed by Alfred Hitchcock.
Screenplay by Maxwell Anderson. VistaVision. Technicolor®.

CLARK GABLE · DORIS DAY
In a Perlberg-Seaton Production

TEACHER'S PET

Produced by William Perlberg. Directed by George Seaton.
Written by Fay and Michael Kanin. VistaVision.

The Don Hartman Production of Eugene O'Neill's

DESIRE UNDER THE ELMS

Produced by Don Hartman. Directed by Delbert Mann.
Screenplay by Irwin Shaw. VistaVision.

SHIRLEY BOOTH · ANTHONY PERKINS
SHIRLEY MacLAINE in
The Don Hartman Production of

THE MATCHMAKER

Produced by Don Hartman.
Based on Thornton Wilder's Broadway play. VistaVision.

YUL BRYNNER
in the colorful musical

THE BUCCANEER

VistaVision. Technicolor®.
Produced under the Supervision of CECIL B. DeMILLE.

bian's View

(*Continued from page* 1)

n pictures." He said that his ny intends to help alleviate the ge "either by participating in ction itself, or by sponsoring ad- al production by others."

Says America Still Loves It

here has been much talk," he 'about the 'lost theatre audience' V has detoured the public away going to the theatre. The fact is that America still loves to go out ee a movie. This audience is not but waiting for the pictures of oice. The outstanding pictures lay are playing to capacity au- es, although there is an over-all e in attendance. TV competi- annot be ignored as the major nt in this reduced patronage, but ot the only factor, nor is it the ve factor in determining the fu- f our business."

e combined net profit for the of the company's division was all charges, Fabian pointed out, ling deductions of $4,722,800 for ciation and amortization of fixed , patents and goodwill; $1,908,- for amortization of Cinerama ntations; and $2,816,400 for fed- and foreign income taxes. This ares with a profit of $3,065,800 d during the prior year when de- tion and amortization totaled 9,200. Cinerama amortization $1,037,500, and federal and for- taxes amounted to $3,650,000.

Equal to $1.47 per Share

e net profit for the year is alent to $1.47 per share on the ,800 shares of common stock nding on Aug. 25, 1956. The ngs for last year were equivalent 1.39 per share on the common then outstanding.

eatre admissions, merchandise and other income totalled $96,- 00, an increase of $3,823,700 as ared with similar income of 10,500 one year ago.

the company's theatre proper- Fabian said: "It has been the y of our company to conduct a nuous evaluation of them. Certain erties which cannot be operated ntageously by the company will ld. From time to time as favor- opportunities arise theatres h give promise of contributing antial opertaing profits will be d to the Stanley Warner circuit. first such theatre acquired is the)-seat Majestic Theatre of Provi- e, R. I.

Now Has 306 Houses

tanley Warner now owns or leases theatres, of which 162 are owned e, 134 are leased and ten are y owned in fee and partly leased. nty-one of these theatres are op- d by our Cinerama division."

e referred to the "marked prog- made by Cinerama, saying that rama presentations will be ap- ing in 28 theatres around the d before the end of the year. In t out of ten theatres now showing "Seven Wonders of the World" for the comparable number of weeks, Fabian said "the box-office receipts exceed those of both "This Is Cinerama" and "Cinerama Holiday." Production is nearing completion of the fourth Cinerama Adventure "Search for Shangri La."

REVIEWS:

Nightfall

Columbia

A GOOD SCRIPT, capable acting and some outstanding direction make this chase-melodrama a superior picture in its class. Stirling Silliphant rates credit for an excellent screenplay from a novel by David Goodis. Director Jacques Tourneur draws a full measure of suspense and excitement out of a modest running time. And producer Ted Richmond could not have cast the story much better: Aldo Ray, Brian Keith, Anne Bancroft, James Gregory and Rudy Bond seem well-suited to their roles. There is also Jocelyn Brando, who appears so briefly you must pay strict attention to catch her.

Ray turns in a realistic performance as a courageous but scared man hunted by bank robbers Keith and Bond because he has taken their loot. The early part of the story is told in flashbacks. The robbers smashed their car in the Wyoming mountains while escaping the police. Rescued by Ray and a friend who were camping nearby, the pair killed the friend but Ray escaped with their money, which he then lost in a snowstorm.

Ray must avoid the police as well, as they believe he murdered his friend. So he hides in Los Angeles, waiting for the spring thaw to clear the roads so he can return for the money. This will prove his story about bank robbers, but on the last day, Keith and Bond find him. His capture and escape and a touch-and-go pursuit to a furious climax in the mountains are handled for maximum thrills.

Anne Bancroft is fine as the shapely romantic interest. Bond steals acting honors as a good-humored gunman. Keith plays a wise fatalistic criminal who calmly resorts to cold-blooded murder only when more human methods fail. Gregory is good as the bank insurance investigator who secretly trails Ray for six months.

The title has no apparent significance, material or symbolical. A romantic song with as little bearing on the story is sung behind the title credits by Al Hibbler.

Running time, 78 minutes. General classification. For January release.

GUS DALLAS

The Cruel Tower

Allied Artists

PRODUCER LINDSLEY PARSONS has come up here with a new way to give theatregoers the acrophobiac thrills they got out of Harold Lloyd's classic "High and Dizzy" long years ago. Whereas the great comedian did it with comedy, Producer Parsons, in association with John H. Burrows, does it with melodrama, and the reaction of viewers afflicted with acrophobia (present company speaking) is essentially the same. In its most recent service to box office, working for Burt Lancaster, Tony Curtis and Gina Lollobrigida in "Trapeze," acrophobia paid off right handsomely, and although the two pictures have no other contents in common, it figures to energize the Parsons production considerably as to proceeds.

The people in the Parsons picture are not circus performers, but make up a crew of working steeplejacks engaged in such unglamorous jobs as cleaning sediment from tall water tanks, and so on. The script by Warren Douglas, from a novel by William B. Hartley, says these men are hard-slugging, poorly-paid, fight-addicted journeyman steeplejacks whose lives are full of problems, especially the kind having to do with drink and women.

The three principal steeplejacks in the picture—played with power and conviction by Charles McGraw, Steve Brodie and John Ericson—are romantically interested in a girl played by Mari Blanchard, and in an unseen wife of McGraw. They fight each other and, together, fight opposing crews, on the ground, in the air, and going and coming. Naturally, a fall from a tower clears up the problems of the survivors.

Direction by Lew Landers makes the story look better than it sounds, but the photography of Ernest Haller, whose camera travels the cruel towers tellingly, is perhaps the most important force contributing to the audience impact.

Running time, 80 minutes. General classification. For October release.

WILLIAM R. WEAVER

UA Home Office Closing Both Dec. 24 and 31

United Artists yesterday announced that company offices will be closed Monday, Dec. 24, and Monday, Dec. 31, in observance of the Christmas and New Year's holidays.

Other motion picture companies, who have a joint agreement which specifies holiday closings, reported they have not yet come to decisions in the matter. The Motion Picture Association of America, whose lead the companies follow by agreement, has said it will be discussed at their board meeting next Tuesday.

N. Y. Showmen

(*Continued from page* 1)

Brandt, ITOA president; Sol Strausberg, MMPTA president; Emanuel Frisch; Eugene Picker; Sol Schwartz; William Namenson; Julius Sanders; Robert W. Coyne; D. John Phillips, and Morton Sunshine.

The New York City five per cent tax is collected on admissions to all places of amusement within the boundaries of the municipality. In the first year, from July 1, 1954, to June 30, 1955, the taxation amounted to $9,301,678; in the second year, from July 1, 1955, to June 30, 1956, the taxation amounted to $10,720,737; and in the period from July 1, 1956 to Oct. 31, 1956, the city collected $2,755,128. A breakdown of the exact portion of the tax which was paid by New York City's motion picture exhibitors was not available.

ITOA and MMPTA Active

The ITOA and MMPTA have been the prime organizations here opposed to the tax. It has been reported that their joint efforts have been instrumental in having a special state legislative study launched before the elections to "seek out inequities or burdensome hardships imposed" by New York City taxes.

A committee from the Republican Legislative Committee, headed by Senator MacNeil Mitchell of Manhattan and Assemblyman Fred W. Preller of Queens, is currently engaged in carrying out the study of the city's taxes, among them being the amusement "nuisance" tax.

The New York City exhibitors are being bolstered in their efforts to secure a repeal of the tax by the local newspapers.

To Give Bergman Book

As a tribute to Ingrid Bergman, who returns to American films in "Anastasia," celebrities attending next Thursday's benefit world premiere of the 20th Century-Fox film at the Roxy Theatre here will sign a special "welcome back" book. This will then be airmailed to the actress, who is currently appearing on the Paris stage. The book is expected to include the signatures of such luminaries as Marilyn Monroe and Helen Hayes.

Kenneth More Heads British Showmen Poll

By PETER BURNUP

LONDON, Dec. 6.—In an overwhelming plurality of their votes, Britain's exhibitors have named Kenneth More—star of J. Arthur Rank's record-breaking "Reach for the Sky" — the world's finest money-maker at their booths. They elected More leader not only in the exclusively British department of the poll, but also in the International field, in which he led by many lengths notables like James Stewart, Burt Lancaster, Audie Murphy and Jeff Chandler. The International poll includes selections by British showmen of both British and American stars.

Kenneth More

Other Contenders Close

By only exceedingly narrow margins other Britons, in the persons of Jack Hawkins, Dirk Bogarde, Virginia McKenna and Norman Wisdom, missed inclusion with the elite of the Top Ten International Stars. British film-makers claim that on the poll's showing their outgivings have successfully sustained Hollywood's recent mammoth assault on the country's screens.

More's starry future as an actor is assured. He has revealed himself as possessed of the infallible, though undefinable, quality of heart-warming appeal, and charged, as occasion demands, with tenderness. He has just finished as the star in the filmed treatment of Sir James Barrie's "The Admirable Crichton."

Jack Hawkins Runner-Up

A sturdy air of stability marks most of the rest of the British nominations. Jack Hawkins comes back in second place while Dirk Bogarde—last year's Number One—has spent most of the year on the London stage but remains in screen box office favor on the strength of his appearances in reissues of "Doctor in the House" and "Doctor at Sea."

Virginia McKenna is the only woman found worthy of inclusion, ousting Diana Dors. She owes her status in the roster clearly to her performance in "A Town Like Alice." She made her film debut in "The Second Mrs. Tanqueray" and followed that with "The Cruel Sea" and "Simba."

The country's so-called Clown Prince and the acknowledged leader in the slap-stick business—Norman Wisdom—was fifth, while dependables like Anthony Steel (sixth), Alec Guinness (eighth) and John Mills (10th) remain in high esteem. Newcomers to the list include Peter Finch (seventh) and John Gregson (ninth).

Canadians Agree with 8 Top Money-Making Stars

Our Canadian neighbors concurred with U.S. theatre men in eight of the 10 selections for the top Money-Making Stars this year (although not necessarily in the same position). Doris Day and Bing Crosby replaced John Wayne and Gary Cooper north of the border and the complete list of winners, chronologically, is William Holden, Glenn Ford, Martin and Lewis, James Stewart, Miss Day, Burt Lancaster, Frank Sinatra, Crosby, Marilyn Monroe and Kim Novak.

Top Ten Money-Making Stars in 25th Annual 'Fame' P

William Holden

John Wayne

James Stewart

Burt Lancaster

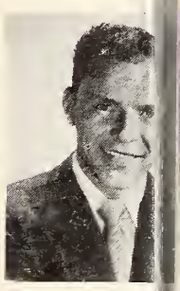
Glenn For

Martin & Lewis

Gary Cooper

Marilyn Monroe

Kim Novak



Frank Sinat

Holden Leads in 'Fame' Poll

(*Continued from page 1*)

split into circuit houses and independent houses and the final tally is the total of both. And although it would seem the choice of public, and therefore exhibitor, would have little to do with the type of theatre, there is a definite difference of opinion between the two.

Choice of Holden Unanimous

However, there was unanimity on one subject and that was the selection of Holden as the champion money-maker in the country. (Canada voted the same way.) The recognition now coming his way from every direction took many years and a carload of pictures. But since his triumph as the Academy-Award winning meanie in "Stalag 17," nothing has stopped the man. In his first appearance in the poll two years ago he placed a comfortable seventh, last year he moved up three notches and this year another three.

The eighth successive appearance of John Wayne keeps his record intact. He has never been lower than four and has been "top dog" three of these years. "The Searchers" and "The Conqueror" were of value this time out.

James Stewart slipped a bit from his stronghold last year as Number One, but "The Man Who Knew Too Much" still remains in an enviable position.

Lancaster Top 'Newcomer'

First of the newcomers is Burt Lancaster who recently celebrated a decade as a Hollywood personality. The former circus acrobat apparently likes to mix up his roles as he moves sublimely from tongue-in-cheek adventure to off-beat drama and back. The recent "Trapeze" and "The Rose Tattoo" illustrate this.

Another long-time favorite making his Top Ten debut is Glenn Ford. He made his first film in 1940 but it wasn't until last year's "The Blackboard Jungle" that he really came into his own. Dean Martin and Jerry Lewis continue to weave their magic monkey-shines and moved up one spot this year. However, if they stick to their promise of going their separate, professional ways, next year's results should be most interesting, as both have recently made pictures on their own.

Gary Cooper has the distinction of being a Top Ten winner more times than any other in the history of the poll—17. "The Court Martial of Billy Mitchell" was his main event for the year, with "Friendly Persu[asion] just getting started.

Marilyn Monroe, after a br[ief] terlude in 11th position, retur[ned] her third session among the elit[e] Stop" was the lady's lucky ca[r] for the year.

Newcomer number three i[s] Novak, a comparative novice i[n] who wasn't even in the top 25 previous year. She had three busters going for her this tim[e] "The Man with the Golden [Arm]" "Picnic" and "The Eddy [Duchin] Story."

Last, but definitely not le[ast] Frank Sinatra, who finally wen[t] way into the land of the illu[sion] Four years ago he was practica[lly] ing a life of professional solita[ry] finement but since his A[cademy] Award for "From Here to Etern[ity]" has really caught the public's Among the reasons for his late[st] are the aforementioned "Arm," and Dolls," "Johnny Concho" "High Society."

'Fame' Poll Tied-in with Lustre-Creme Sweepstak[es]

The 25th annual Money-[Maker] Stars poll was conducted in co[n]tion with Lustre-Creme's S[uper] Movie-Star Sweepstakes cont[est] which the public was invited t[o] the "Top Screen Actress of the [Year]." All those who chose Marilyn [Monroe] are eligible for the drawing a[nd] winner will be announced [on] 14 on the Colgate-Palmolive [Co.'s] "Strike It Rich," over the CBS [tele]vision network. The contest wa[s] moted heavily by Colgate [with] dealer displays and tieups a[t] theatres by circuits and seve[ral] the major companies.

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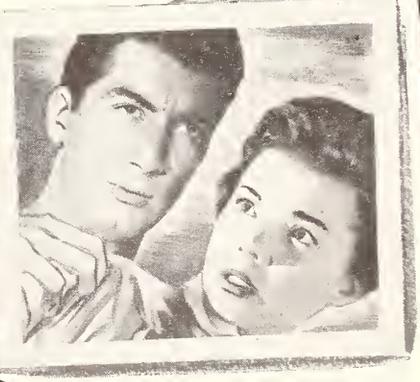
WAS ANY WOMAN SAFE FROM HIS TERROR?

ARE MENTAL PATIENTS TURNED LOOSE TOO SOON?

The shocking story of a woman who gave her love to a man the State Asylum called CURED!



THE NIGHT RUNNER

Starring RAY DANTON • COLLEEN MILLER

with MERRY ANDERS • WILLIS BOUCHEY

Directed by ABNER BIBERMAN • Screenplay by GENE LEVITT • Produced by ALBERT J. COHEN

A UNIVERSAL-INTERNATIONAL PICTURE

Universal International

MOTION PICTURE DAILY'S BOOKING CHART

	ALLIED ARTISTS	COLUMBIA	M-G-M	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L	WARNERS
NOVEMBER	BLONDE SINNER Diane Dors, Yvonne Mitchell—74 min. FRIENDLY PERSUASION (color) Gary Cooper, Dorothy McGuire — 139 min. (Rev. 9/26/56)	YOU CAN'T RUN AWAY FROM IT (CS, color) Jack Lemmon, June Allyson—95 min. (Rev. 10/4/56) DDONGD (CS, color) Rhonda Fleming, MacDonald Carey — 85 min. (Rev. 10/8/56) REPRISAL (color) Guy Madison, Felicia Farr—74 min. (Rev. 10/8/56) THE WHITE SQUAW David Brian, May Wynn—73 min. (Rev. 10/8/56) SUICIDE MISSION Leif Larsen—70 min. (Rev. 11/1/56)	THE RACK Paul Newman, Wendell Corey — 100 min. (Rev. 4/16/56) JULIE Doris Day, Louis Jourdan — 97 min. (Rev. 10/2/56) TALE DF TWO CITIES (reissue) Ronald Colman, Basil Rathbone — 128 min. MARIE ANTOINETTE — (reissue) Norma Shearer, Tyrone Power — 149 min.	THE MOUNTAIN (VV, color) Spencer Tracy, Robert Wagner—105 min. (Rev. 9/28/56) WAR AND PEACE (VV, color) Audrey Hepburn, Henry Fonda—208 min. (Rev. 8/22/56)	A WOMAN'S DEVOTION (color) Ralph Meeker, Janice Rule—88 min. (Rev. 12/3/56) TEARS FOR SIMON (color) David Farrar, David Knight THE CONGRESS DANCES (CS, color) Johanna Matz, Rudolf Prack	DEATH DF A SCOUNDREL George Sanders, Yvonne De Carlo—119 min. (Rev. 10/31/56) THE BRAVE ONE (CS, color) Michel Ray, Fermin Rivera—100 min. (Rev. 9/19/56)	TEENAGE REBEL (CS) Ginger Rogers, Michael Rennie — 94 min. (Rev. 10/24/56) LOVE ME TENDER (CS) Elvis Presley, Richard Egan — 89 min. (Rev. 11/16/56) THE DESPERADDES ARE IN TOWN (Regalscope) Robert Arthur, Rex Reason (Rev. 11/15/56) DKLAHOMA! (CS, color) Gordon MacRae, Shirley Jones—125 min. (Rev. 10/11/55)	THE SHARK-FIGHTERS (CS, color) Victor Mature, Karen Steele — 73 min. (Rev. 10/26/56) RUNNING TARGET (color) Doris Dowling, Arthur Franz—83 min. (Rev. 11/26/56) REVOLT AT FORT LARAMIE (color) John Dehner, Gregg Palmer THE PEACEMAKER James Mitchell, Rosemarie Bowie — 82 min. (Rev. 11/26/56) GUN THE MAN DDWN James Arness	THE UNGUARDED MOMENT (color) Esther Williams, George Nader — 95 min. (Rev. 8/21/56) THE SLEEPING CITY (reissue) Richard Conte, Colleen Gray — 85 min. THE KILLERS (reissue) Burt Lancaster, Ava Gardner — 100 min.	GIANT (color) Elizabeth Taylor, Rock Hudson — 201 min. (Rev. 10/10/56) THE GIRL HE LEFT BEHIND Tab Hunter, Natalie Wood — 103 min. (Rev. 10/26/56)
DECEMBER	HIGH TERRACE Dale Robertson, Lois Maxwell—77 min. HOT SHOTS Huntz Hall, Stanley Clements—61 min. THE ROSE BOWL STORY (reissue, color) Marshall Thompson, Natalie Wood—73 min.	SEVENTH CAVALRY (color) Randolph Scott, Barbara Hale —75 min. Rev. 10/25/56) THE GAMMA PEOPLE Paul Douglas, Eva Bartok—79 min. (Rev. 9/14/56) THE LAST MAN TO HANG Tom Conway — 75 min. (Rev. 11/9/56) RUMBLE ON THE DOCKS James Darren—82 min. (Rev. 11/26/56)	THE GREAT AMERICAN PASTIME Tom Ewell, Anne Francis — 90 min. (Rev. 11/22/56) THE IRON PETTICOAT (VV, color) Katharine Hepburn, Bob Hope MUTINY ON THE BOUNTY (reissue) Clark Gable, Charles Laughton TEAHOUSE OF THE AUGUST MOON (CS, color) Marlon Brando, Glenn Ford—123 min. (Rev. 10/17/56) FOR SPECIAL ENGAGEMENTS ONLY.	HOLLYWOOD DR BUST (VV color) Dean Martin, Jerry Lewis—95 min. (Rev. 12/4/56)	IN OLD VIENNA Heinz Roettinger, Robert Killick ACCUSED OF MURDER (Color) David Brian, Vera Ralston	MAN IN THE VAULT William Campbell, Karen Sharpe BUNDLE OF JOY (color) Eddie Fisher, Debbie Reynolds	ANASTASIA (CS, color) Ingrid Bergman, Yul Brynner THE GIRL CAN'T HELP IT (CS, color) Jayne Mansfield, Tom Ewell OASIS (CS, color) Michele Morgan, Cornell Borchers THE BLACK WHIP (Regalscope) Hugh Marlowe, Coleen Gray WOMEN OF PITCAIRN ISLAND (Regalscope) James Craig, Lynn Bari	THE KING AND FOUR QUEENS (CS, color) Clark Gable, Eleanor Parker THE WILD PARTY Anthony Quinn, Carol Ohmart — 81 min. (12/3/56) DANCE WITH ME HENRY Bud Abbott, Lou Costello THE BRASS LEGEND Hugh O'Brian, Nancy Gates	CURUCU, BEAST OF THE AMAZDN John Bromfield, Beverly Garland — 76 min. (Rev. 10/30/56) THE MDLE PEOPLE John Agar, Cynthia Patrick — 78 min. (Rev. 10/30/56) EVERYTHING BUT THE TRUTH (color) Maureen D'Hara, Tim Hovey (Rev. 11/7/56)	BABY DOLL Karl Malden, Carroll Baker — 114 min. (Rev. 12/5/56)
JANUARY	CHAIN DF EVIDENCE Bill Elliott, James Lydon — 64 min. GUN FOR A TOWN, Dale Robertson, Brian Keith — 72 min.	ZARAK (CS, color) Victor Mature, Anita Ekberg DON'T KNOCK THE ROCK Bill Haley NIGHTFALL Aldo Ray, Brian Keith RIDE THE HIGH IRON Don Taylor	EDGE OF THE CITY John Cassavetes, Sidney Poitier SLANDER Van Johnson, Ann Blyth GREEN DOLPHIN STREET (reissue) Lana Turner, Van Heflin BOYS' TOWN (reissue) Spencer Tracy, Mickey Rooney	THREE VIOLENT PEOPLE (VV, color) Charlton Heston, Anne Baxter	NOT SET	PUBIC PIGEON NO. ONE (color) Red Skelton, Vivian Blaine—79 min. YOUNG STRANGER Kim Hunter, James MacArthur I MARRIED A WOMAN George Gobel, Diana Dors.	THREE BRAVE MEN (CS) Ernest Borgnine, Ray Milland THE TRUE STORY DF JESSE JAMES (CS, color) Robert Wagner, Jeffrey Hunter THE QUIET GUN (Regalscope)	FOUR BOYS AND A GUN Frank Sutton, Tarry Green THE BIG BOODLE Pedro Armendariz, Rossana Rory THE DRANGO (CS, color) Jeff Chandler, Joanne Dru HALLIDAY BRAND Joseph Cotten, Viveca Lindfors FIVE STEPS TO DANGER Ruth Roman, Sterling Hayden	WRITTEN ON THE WIND (color) Rock Hudson, Lauren Bacall—99 min. (Rev. 9/20/56) ROCK, PRETTY BABY Sal Mineo, John Saxon—89 min. (Rev. 11/21/56) FOUR GIRLS IN TOWN (CS, color) George Nader, Julie Adams — 85 min. (Rev. 12/4/56)	THE WRONG MAN Henry Fonda, Vera Miles

creen Gems

(*Continued from page 1*)

ager of the Columbia Pictures diary. Included in the acquisition the distribution rights to Hygo Unity's complete roster of tele- n properties, comprised of 450 ures, 130 westerns, 156 cartoons 406 serial episodes.

ith the aequisition Screen Gems ges as a distributor of television ramming with ten national net- shows, eleven syndicated pro- s consisting of over 433 half- s, 736 feature pictures, 216 ani- d cartoons, 706 serial episodes, 200 live action comedies.

Columbia Backlog Available

addition, in the future Screen s will continue to draw upon the log of over 1,250 Columbia fea- s which have not yet been made able to television. Screen Gems shortly announce several new s of programs made exclusively national and syndicated markets. ipulated in the integration agree- t will be the transfer to Screen s of all personnel presently em- ed by Hygo and Unity, including me Hyams, president, and Robert elman, who has been second in mand. Details of the integration he added sales force and addition- roduct are currently being coor- ted by John H. Mitchell, vice- ident and general sales manager of n Gems, and Hyams, who will tion as director of syndicated for Screen Gems.

nk Distributors

(*Continued from page 1*)

on operations here. Hargreaves, is currently in London, will ar- in New York after the New Year consultation with a number of didates, it was reported.

May Lease Theatres

ank Film Distributors will also stigate exhibition reception in erica to British product, and in itories where needed, might ac- e one-year leases on theatres for lusive showings of their product, n the case of the Sutton Theatre e. It was reported that the British sidiary of Rank is interested in uiring a house in Washington, C., from the K-B Theatre Circuit. wever, a representative of Rank e yesterday said that "there is hing to this report."

o Rosen Forms

(*Continued from page 1*)

TR and one-time television con- tant to Fabian Theatres.

Rosen, whose wife is also a director Cinema Drive-In, said that Rock l will open under his management t spring. Located in a summer re- t area, with availability of fresh oduct, it has been operated for five sons by Harry Lamont. He bought in 1951 from Joe Lefkowitz and a rtner. Lamont will still conduct drive-ins and an indoor theatre he latter in Greenville).

Television Today

WB Library Sold to Chicago TV Station

CHICAGO, Dec. 6. — WGN, the Chicago Tribune television station here, has acquired the entire Warner Bros. library from Associated Artists Productions for an undisclosed sum, it was announced. The sale is based on AAP's program profit plan, wherein payment for the pictures will be supplemented by an additional income participation over a number of years as the pictures are telecast and sponsored.

The contract was negotiated between Ward Quaal, vice-president and general manager, and Theodore Weber, director of sales for WGN, and Eliot Hyman, president, and W. Robert Rich, general sales manager for AAP.

Paul Kesten Dies; Was Former CBS Executive

GREAT BARRINGTON, Mass., Dec. 6.—Paul W. Kesten, former executive vice-president and vice-chairman of the board of directors of Columbia Broadcasting System, died here Tuesday after a long illness. He was 58.

He joined CBS in 1930 as director of sales promotion. In 1934 he was elected a vice-president, and in 1937 became a member of the board of directors. He was appointed vice-president and general manager of CBS in 1942. He became executive vice-president in 1943 and in 1946 was made vice-chairman of the board. He resigned in August, 1946, because of ill health, but remained as a consultant.

One Man's TViews

By Pinky Herman

BECAUSE of the tremendous favorable reaction to U. S. Steel's presentation of "The Old Lady Shows Her Medals," starring Gracie Fields, last May 23, and undoubtedly as a direct result of the awarding last night to the British star of the Sylvania Award for "the outstanding performance by an actress," Miss Fields has been signed to re-create her role in the repeat performance of this Sir James M. Barrie classic for the same sponsor on Dec. 19. (10:00-11:00 P.M.) Young Biff McGuire is unable to do the role that Jackie Cooper portrayed in the original telecast. . . . The Receiver Division of Allen B. du Mont Laboratories has signed a long-term lease for space in the Merchandise Mart Building in Chicago, where the firm's newest hi-fi, radio & TV products will be displayed. The spacious quarters, located on the 11th floor of the Mart and slated to be formally opened Jan. 7, 1957, will also house the mid-west executive and sales staffs and was designed and decorated by Kling Studios, Inc. . . . The tuneful "Beautiful Dreams," one of the compositions included in the MGM Album, "Stradivari Champagne" featuring D'Artega's fine orchestra, was cleffed by Bill Paisley, music librarian at NBC. Deejays may well latch onto this item.

☆ ☆ ☆

After almost five years on the NBChannels, "Ding Dong School" will bow off that net with the Dec. 28 telecast. Conceived and produced by the charming, gracious and talented Dr. Frances Horwich, who stars in the series as "Miss Frances," this program has achieved one of the loftiest niches in TV history, having received during its career 53 national awards and citations. If one of the other two nets don't grab "Ding Dong School" but immediately, American parents will have lost their children's best friend. . . . ABC will simulcast exclusively, for the 23rd year, the annual Sugar Bowl Football Classic, Tuesday, Jan. 2, Tennessee vs. Baylor. . . . Last Monday night on "Robert Montgomery Presents," NBC-TVehicle, Mary Astor and Darren McGavin turned in "Emmy Award" performances as the faded screen star and struggling screen writer in the moving story, "Sunset Boulevard." . . . Screen Gems' forthcoming telefilm series, "Western Ranch Party," has signed Tex Ritter as host and Jay Stewart as emcee. Initial program features recording and film stars Merle Travis and Jimmy Wakely.

Frances Horwich

29 Shows, Personalities Get Sylvania Awards

Twenty-nine television programs and personalities received the 1956 Sylvania Awards at the sixth annual dinner and presentation at the Hotel Plaza here last night.

"Requiem for a Heavyweight," which was shown on CBS' "Playhouse 90," won the award for the year's most outstanding original teleplay. Its star, Jack Palance, was cited for the outstanding performance by an actor for 1956. Gracie Fields was named outstanding actress for her role in "The Old Lady Shows Her Medals," which appeared on the U.S. Steel Hour on CBS. "A Night to Remember," an NBC Kraft Theatre program, was named the outstanding television adaptation.

Other award-winning programs and personalities were: Ed Wynn, Ernie Kovacs, Joan Loring, Kaiser Aluminum Hour, Ed Sullivan Show Omnibus, Captain Kangaroo, Robert Sarnoff, "The Long Way Home"—NBC, "Project 20"—NBC, and "See It Now" —CBS.

A special award was presented to ABC and citations to NBC and CBS for the "aggressiveness, enterprise and sheer technical ingenuity lavished on the political conventions." The judges also critieized the inadequate attention given to another important event, the United Nations deliberations over recent crises.

CBS Program to Offer Review of Year's News

"At Year's End — 1956," a three-hour program block presenting the important science and news events of the year, will be broadcast over the Columbia Broadcasting System TV network Sunday, Dec. 30, it was announced by Sig Mickelson, CBS vice-president in charge of news and public affairs.

The special program, which is scheduled from 3 P.M. to 6 P.M., is an expansion of CBS' annual "Years of Crises" series, wherein news correspondents from various parts of the world have joined in one hour symposiums on international affairs.

Drop Application

ATLANTA, Dec. 6, — Winston-Salem Broadcasting Co., Inc., has withdrawn its application to establish a new television station on Channel 42 in Birmingham, Ala. The firm operates radio stations WSGN-AM and FM. The withdrawal leaves unopposed before the Federal Communications Commission an application for the channel by the Birmingham Television Corp., owned by H&E Balaban Corp., operators of a theatre chain.

ROCK, PRETTY BABY!

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at the PREVIEWS...

after the previews...

TAKE ADVANTAG
THE MASS APPEAL
of the PICTURE!

ADULTS acclaimed its warm understanding of family-teenager relationships!

SPECIAL
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TV MATERIAL
SPECIAL TRAI
ARE NOW AVAILA

TEENAGERS praised the sympathetic treatment of "their story"

IS THE RAGE OF EVERY AGE!
Here's the one picture that's got something for everybody... and BOX OFFICE... especially for YOU!

EVERYBODY simply flipped over the wonderful combination of Rock 'n' Roll and Ballad music!

Use what's
for YOUR ma
...to
the best job
YO
Box Off

(Contact your U.I. Branch manager... he'll gladly show you these powerful Box Office boosters)

Universal International

starring

ROCK, PRETTY BABY!

SAL MINEO
JOHN SAXON
LUANA PATTEN

with EDWARD C. PLATT · FAY WRAY · ROD McKUEN

Directed by RICHARD BARTLETT · Written by HERBERT MARGOLIS and WILLIAM RAYNOR · Produced by EDMOND CHEVIE · A UNIVERSAL-INTERNATIONAL PICTURE

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 80, NO. 110 NEW YORK, U.S.A., MONDAY, DECEMBER 10, 1956 TEN CENTS

ars Exhibitors

ayor to Name itizens' Group n N.Y.C. Tax

Investigate 'Hardships' posed on City's Theatres

ayor Robert F. Wagner of New City will appoint a special citi- committee to evaluate the five cent tax on admissions and "the ged hardships it imposes on mo- picture theatres," according to a ber of the Mayor's staff.

committee of theatremen, repre- ng the Metropolitan Motion Pic- Association and Independent atre Owners Association, met late ay afternoon with the Mayor to repeal of the amusement tax.

ne city representative said the

(*Continued on page* 2)

int-of-Sale Campaign Vital Link: Lipton

From THE DAILY Bureau

OLLYWOOD, Dec. 9.—"The real er of the national pre-selling of on pictures is directly linked to the effectiveness of the point-of-sale campaign," David A. Lipton, Universal Pictures Co. vice - president, told participants in the company's sales executives conference at the U-I Studios at their concluding sessions at the weekend.

vid A. Lipton

o matter how deeply pre-selling

(*Continued on page* 6)

Television Today

Page 6

Services for Jack Cohn To Be Tomorrow

Funeral services for Jack Cohn, 67, executive vice-president of Columbia Pictures and a co-founder of the company, will be held at Temple Emanu-El, Fifth Ave. and 65th St., at 2 P.M. tomorrow. Cohn died late Saturday night at Midtown Hospital in New York presumably of a heart attack following minor surgery.

The body reposes today and tomorrow morning at Park West Funeral Chapel, 115 W. 79th St., Manhattan. Burial will be at Old Mt. Carmel Cemetery, Brooklyn.

Survivors include his wife, the former Jeanette Lesser; his brother, Harry, president of Columbia Pictures, who arrived in New York by plane from the coast last night to attend the services; Nat, his brother who is N.Y. division manager for Columbia; a sister, two sons, and three grandchildren.

All offices of Columbia Pictures around the world will close at 2 P.M. tomorrow.

Jack Cohn was born in New York City Oct. 27, 1889. From 1902 to 1908 he was in the advertising agency field, after which he joined Carl Laemmle's independent motion picture company (IMP) doing laboratory work, Then he became editor and producer of Universal Weekly, an early newsreel.

In 1919 he originated the idea of a screen fan magazine and joining him in producing it were his brother, Harry Cohn, and Joe Brandt. The trio formed CBC Pictures, which became Columbia in 1924.

COMPO Opens Final Assault

Ask Complete Repeal Of Admissions Tax

Congress Told 10% Levy Hurts Theatres Bringing 1/5th of Total Industry Gross

Special to THE DAILY

WASHINGTON, Dec. 9.—Congress was asked to grant complete repeal of the 10 per cent Federal admission tax on theatres by the Council of Motion Picture Organizations in a statement filed Friday with a sub-committee on excise taxes of the House Ways and Means Committee. The statement, filed by Robert W. Coyne, special counsel of COMPO, said the current tax applies to 1,363 theatres.

Robert W. Coyne

"Located for the most part in large centers of population," the statement said, "these 1,363 theatres have an importance out of all proportion to their number. For these theatres not only gross approximately 200 million dollars yearly,

(*Continued on page* 2)

SPG Hits IATSE Unit On Organizing Methods

The Screen Publicists Guild (District 65) is preparing a protest for presentation to the I.A.T.S.E. charging that Local H-63, home office employees, IATSE, is using "unethical" and "misleading information" in its efforts to organize industry promotional fieldmen working outside the companies' home offices it has been reported here.

The SPG protest will be filed with IATSE president Richard Walsh sometime this week by the Guild's affiliate union, the Retail & Wholesale Department Store Workers Union (CIO).

According to an SPG official, the Guild is vexed with H-63 and its executive vice-president, Russell M. Moss, for sending out letters to fieldmen stating that H-63 is forming a

(*Continued on page* 2)

See Increase in '57 Of Color TV Sets

From THE DAILY Bureau

WASHINGTON, Dec. 9.—Production of black and white TV sets in 1957 will be at least as high in 1956, while color set production will be higher, according to a prediction by James D. Secrest, executive

Television Today..

(*Continued on page* 6)

Freeman Concentrating On 'Big' Pictures

Attendance at "big" pictures proves the point that people these days either go to them or to inexpensive pictures exploring new subjects, Y. Frank Freeman, Jr., told news writers Friday at the Paramount home office.

He is concentrating on the "big."

(*Continued on page* 2)

Shea Circuit Pleased With Early Results of Ad Agency's Promotions

By GUS DALLAS

Advertising and promotion for several Shea Enterprises theatres in the Manchester, N. H., area have been turned over to a general advertising agency because the circuit feels that the pattern and type of motion picture advertising today may not have kept step with publicity and promotional methods developed in past years, according to Gerald Shea, president of the Shea circuit. The move is on an experimental basis, however, he pointed out in an interview at the weekend here.

Eight theatres in the Manchester-Nashua area are being handled by the New Hampshire agency, which has spent much of the time to date familiarizing itself with the motion picture industry and its selling techniques, bringing suggestions and recommendations.

The material aspects are just now

(*Continued on page* 6)

PERSONAL MENTION

GEORGE WELTNER, president of Paramount Film Distributing Corp., and JAMES RICHARDSON, treasurer, left New York by plane yesterday for London.

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HOWARD DIETZ, Loew's, Inc., vice-president; OLIN H. CLARK, M-G-M Eastern story head, and SIDNEY PHILLIPS, head of the play department, will return to New York today from the Coast.

•

HAROLD HECHT and JAMES HILL, producers, have returned to Hollywood from New York and London.

•

Y. FRANK FREEMAN, Paramount vice-president, has returned to Hollywood from New York.

•

HUGH OWEN, Paramount distribution vice-president, will return to New York today from Pittsburgh.

•

IRVING A. MAAS, vice-president of Motion Picture Export Association, will return here today from Japan.

•

HERB STEINBERG, Paramount national exploitation manager, left New York yesterday for Indianapolis.

Mayor to Name

(*Continued from page* 1)

mayor listened to the exhibitors' position and accepted a brief from them which urged the elimination of the impost, especially for motion picture theatres. He said the mayor informed the exhibition committee he will study the brief and present it to the Board of estimate tomorrow.

Exhibitors attending the meeting with Mayor Wagner were Harry Brandt, Sol Strausberg, Emanuel Frisch, Eugene Picker, Sol Schwartz, William Namenson, Julius Sanders, Robert W. Coyne, D. John Phillips and Morton Sunshine.

The brief which they submitted to Mayor Wagner was kept secret from the press, it was said, at the request of the city official.

Freeman Concentrates

(*Continued from page* 1)

"Omar Khayyam," his first, cost $3,000,000 or so, with sets, costumes and other production values impossible for television to make, and even to show.

His next probably will be a story of Formosa, tentatively "The Yellow Storm," at about $1,500,000; and "The Little Shepherd of Kingdom Come," a modernization of the famed James Fox novel, at about $1,300,000.

Ask Complete Tax Repeal

(*Continued from page* 1)

but also exert an enormous influence in establishing the attraction value of the pictures they play.

"These are the top key run theatres of all the nation's 19,000 active movie houses. The advertising which they give to the pictures they play provides the principal stimulant to public attendance at all of the other theatres that play the pictures subsequently. It is obvious, therefore, that it is upon the profitable operation of these theatres that the motion picture industry must depend for its continuance as a healthy business.

Congressional Recognition Cited

The statement points out that both Houses of Congress recognized the need for complete repeal of the admission tax on movie theatres as long ago as 1953, when they passed the Mason Bill that was later vetoed by the President. In two subsequent actions, the statement asserts, Congress "has inched forward to the attainment of that goal" by reducing the 20 per cent tax by half and by establishing complete exemption from the tax first, in 1954, for theatres charging 50 cents or less and later, in 1956, for theatres charging admission prices of 90 cents and under.

"What we are seeking now," the statement continues, "and what we hope your committee will recommend, is that Congress will complete the job it set for itself in 1953. Such action by your committee and by Congress, we might point out, would only be consistent with recommendations made by the Senate Select Committee on Small Business, which, following hearings during the life of the 83rd and 84th Congresses, made strong recommendations that the entire admission tax be repealed."

Refers to Material Filed

Declaring he would not burden the committee with a detailed exposition of the general merits of his request, Coyne said it was his hope that the statement would "reinstate with your committee and its staff, and with the Joint Committee on Internal Revenue Legislation, the study now in the files with only such additional information as will make the existing material currently relevant."

SPG Hits IA Unit

(*Continued from page* 1)

unit which would represent fieldmen of all companies in conjunction with home office advertising-publicity and exploitation publicity men.

"We object to the manner in which he is telling of how H-63 represents home office publicists," the SPG official said. The Moss organization only represents publicists at RKO Radio Pictures and Paramount Pictures, and fieldmen only at Paramount, he stated. The Screen Publicists Guild is the recognized collective bargaining agent for publicists at Columbia, 20th Century-Fox, United Artists, Universal, Warner Bros., and Loew's, Inc.

It was pointed out in addition that H-63 is carrying out a campaign which is designed to get all publicists and fieldmen—West Coast and East Coast—under one roof. The SPG official said this campaign has been started following the merger of the CIO and AFL.

"If all publicist unions and guilds would merge under one roof, the SPG would gain nothing at all," he said. "H-63 would gain much as it is currently a second-class union at present and has been unsuccessfully attempting to attain 'A' status and autonomy for a number of years," the Guild representative said. "SPG has been an autonomous Guild since its formation," he added.

Attempts to reach H-63 vice-president Moss for comment at the weekend were unsuccessful.

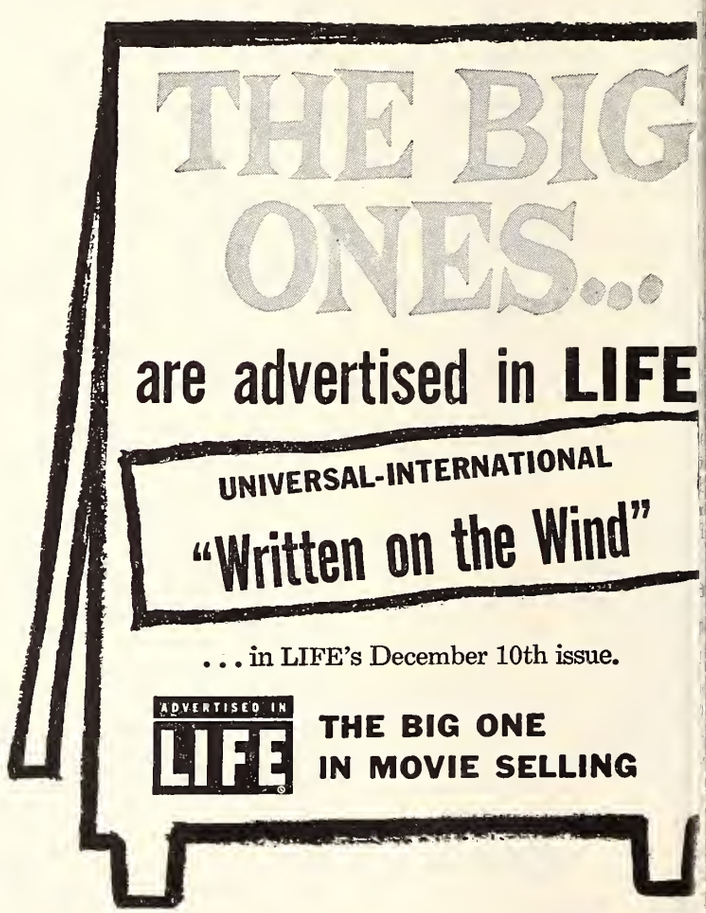
Exhibitor Un To Meet MI

Theatre Owners of Americ lied Theatre Owners of New Independent Theatre Owners ciation, Metropolitan Motion Theatres Association, and the cil of Motion Picture Organi have accepted invitations fro Motion Picture Association of ica to meet jointly here Wedn

The meeting to be held at P.M. at the Harvard Club, to inform the exhibitors and C of the MPAA's business builde posal which calls for industry ing with newspaper publishers.

Ban Pitt. Drive-In

PITTSBURGH, Dec. 9.—Th Planning Commission has bann construction of a new drive-in was to have been built on a t land along Nelson Run Rd. and Ave. in the North Side of Pitts A petition of more than 1,00 dents protested the changing c community from a residential commercial classification.



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. . NEWS ROUNDUP

Atlanta Art Theatre

e Tower Theatre, in Atlanta, heretofore has been devoted y to legitimate theatre attrac- will become an art film show- Dec. 26, on a part-time basis. Bridges and Pat Rudolph, who presented concert attractions under the Famous Artists Series er, have contracted to play for- language and "art type" films the theatre is not devoted to live attraction.

■

Spectacolor Debut

pectacolor," a large color trans- cy design which is suspended on e to achieve an effect of depth in design, will be introduced at oxy Theatre here Dec. 14. The was developed by Robert C. afel, managing director of the with the cooperation of the nan Kodak Co. and technical bers of the Roxy production staff.

■

Refurbish Utica Theatre

llet Theatres, of Oneida, N. Y., uled a re-seating and other re- hments during a brief closing Olympic, Utica, N. Y., first-run e. The circuit took over the some months ago from Charles rdon, long its owner.

■

hestra at 'Joy' Bow

e Alexander Haas Orchestra will e its musical services to the bene- rld premiere of RKO's "Bundle of to be held on Wednesday night, 19, at the Capitol Theatre here. ntire proceeds of the event will vided by First Aid for Hungary, and CARE for the emergency of Hungarian refugees.

ites-Gordon Names ndt Vice-President

on Brandt was named vice-presi- and a director of the newly d Coates-Gordon Productions to as Eastern sales and publicity sentative, it was announced by am D. Coates, president, and Gordon, vice-president, in e of production. Other officers David C. Moore, vice-president general counsel, and Earl C. ing, member of the board of di- rs.

esent planning calls for filming to in early January 1957. The first of films will be budgeted from .000 to $600,000. Studio facili- ave been arranged at the Kling ornia Studios, and negotiations vorld-wide distribution through a r outlet are expected to be com- d in the next several days.

Columnist Finds Cuts Of Old Films Resented

Special to THE DAILY

DETROIT, Dec. 9—Harold Heffernan, who writes a syndicated column for the "Detroit News," has reported his findings on the feelings of the "man in the home" on new film backlogs on television.

There has been consistent discontent in the past with the cutting of theatre films on TV, he notes, but now the viewers are tuning in on films they remember and the cuts—made to allow for commercials and limited running time—are causing widespread resentment.

Not only is continuity ruined, he asserts, but there is anger over the omission of a remembered and well-liked sequence. As an example he mentions "Since You Went Away," in which the episode in which Guy Madison appeared is cut out completely.

Heffernan quotes one fan verbatim: "Movies, even the old ones, should be put back in theatres where they can be treated to proper presentation. Let TV fix up its own material."

RKO Sets 9 Releases For January-February

RKO Radio Pictures has set specific release dates for nine pictures during January and Feburary of the new year, it was reported at the weekend by Walter Branson, vice-president in charge of world-wide distribution. "Bundle of Joy," co-starring Eddie Fisher and Debbie Reynolds, heads the list, being set for a Jan. 2 release.

The others include "Public Pigeon No. 1," Jan. 9; "The Brave One," Jan. 16; "The Young Stranger," Jan. 23; the dual, science-fiction combination, "Cyclops" and "X—The Unknown," Feb. 6; "The Silken Affair," Feb. 13; "Guilty," Feb. 20; "That Night," Feb. 27.

Sell AIP Foreign Rights

Foreign rights to 20 American International Pictures have been acquired by Philip Lewis, president of American Trading Association. Lewis signed with AIP president James H. Nicholson who is in town with vice-president Samuel Arkoff and sales manager Leon Blender to expand distribution and discuss 16 proposed pictures.

Leases Upstate Theatre

Richard D. Turteltaub, independent exhibitor, who operates a circuit of theatres in both Metropolitan and upstate New York, has acquired a long-term lease on the State Theatre in Middletown, N. Y. Berk and Krumgold, theatrical realty specialists, consummated the deal.

Start 'Cinemiracle'

Filming has been commenced on the first "Cinemiracle" production on location in the Caribbean, according to Elmer C. Rhoden, president of National Theatres, Inc.

PEOPLE

J. Raymond Bell, public relations executive for Columbia Pictures, has been elected regional vice-president of the Public Relations Society of America and will serve as liaison between that national organization and its chapters in New York, Washington, Pittsburgh, Philadelphia and other Eastern cities.

□

Norman C. Glassman, Lowell (Mass.) exhibitor and chairman of the board of Independent Exhibitors of New England, was awarded a distinguished service plaque at the second annual building drive banquet of the Edith Nourse Rogers Chapter 25, Disabled Veterans of Greater Lowell.

□

Motion Picture Associates of Philadelphia have named the following committee chairmen for the coming year: **Jack Greenberg**, entertainment; **Joe Engel**, welfare; **Bill Doyle**, membership; **Milt Young**, publicity; **Jay Emanuel**, finance; **Lester Wurtele**, insurance; and **Sam Diamond**, theatre benefits.

□

Lee Ferrero, of the Warner Bros. home office publicity department, has been assigned as unit publicist for the William Goetz production of "Sayonara," which he will film with director Josh Logan in Japan this winter, for Warner Bros. presentation, it was announced by **Robert S. Taplinger**, vice-president and director of advertising and public relations for Warners.

□

F. Hugh Herbert has accepted the producership of the ninth annual screen awards dinner, it was announced by **Warren Duff**, chairman of the awards committee of the screen branch of the Writers Guild of America, West.

Danish Film Arrives

HOLLYWOOD, Dec. 9.—The Academy of Motion Picture Arts and Sciences on Friday announced that the Danish picture entitled "Qivitoq" has arrived from Copenhagen as the first entry in the Academy's foreign-language-films competition. Under the new rules adopted this year, foreign-language film entries need not have been exhibited in this country to be eligible for an award.

RCA Dividends

An extra dividend of 50 cents and a regular quarterly dividend of 25 cents per share on the common stock of the Radio Corporation of America were announced Friday by David Sarnoff, chairman of the board, following a regular meeting of the board of directors. These dividends are payable on Jan. 28, 1957, to holders of record on Dec. 19, 1956.

AA Business Improves 25% In England

From THE DAILY Bureau

LONDON, Dec. 6 (By Air Mail).—Allied Artists-Monogram business improved 25 per cent in Britain last year and resulted in higher box-office returns for their product than in any period in the history of the company, Norton Ritchey, vice-president in charge of foreign distribution, told newsmen here prior to leaving for the Continent.

Norton Ritchey

He was optimistic about the future. "The company's fiscal year ending last March," said Ritchey, "was their best ever. Business also was a little better in the United States."

"Wichita," "Phoenix City," "The Big Combo," "The Last Texan" and the unit program double—Walter Wanger's "Invasion of the Body Snatchers" and "Indestructible Man"—were among the company's top box-office successes in Britain.

Will Make 26 Next Year

On production the Allied Artists foreign head said that last year the company made 26 pictures and this figure will be maintained next year. He then referred to the success of the company's Anglo-U.S. productions and, in particular, their relations with Associated British Pictures Corp. Allied Artists recently participated in Marcel Hellman's film, "Let's Be Happy," with Vera-Ellen and Tony Martin, and would make at least one other picture during 1957 in co-operation with Elstree Studios. Robert Clark, executive producer of ABPC at Elstree, is now in Hollywood for discussions with Allied Artists production chiefs.

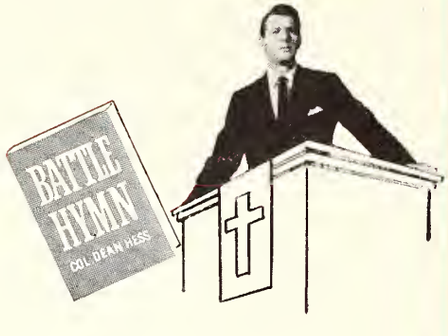
Allied Artists - Monogram product is distributed in Britain by AB-Pathe.

Film Editors Elect Hein New President

Officers for 1957 were elected last week at a meeting of Motion Picture Film Editors, Local 771. Leonard Hein was named president, and Michael Prusch vice-president. Elected secretary was Rosemarie H. Herman; treasurer, John Oxton; business agent, Charles Wolfe, and sergeants-at-arms, Fred Edwards and Edward Wyant, Jr.

Named to the board of trustees were James Molini, Frank Madden, Morrie Roizman. Elected to the executive board was the entire body of new officers, with the exception of Wolfe, and Julian Bergman and Anthony Ciccolini.

The true story of Col. Dean Hess, clergyman turned fighter pilot. Told in the heroism of battle's hell, cherished in the hearts of those who loved him, living forever in the happiness of the once forgotten children of war-ravaged Korea!



CO-STARRING

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DAN DURYEA
DON DEFORE
ANNA KASHFI
JOCK MAHONEY
with **CARL BENTON REID**

Directed by DOUGLAS SI

iversal proudly announces the WORLD PREMIERE
bruary 14th in Marietta, Ohio; home town of Col. Dean Hess.
ritorial openings immediately following.

versal-International presents

CK HUDSON IN **BATTLE HYMN**

y CHARLES GRAYSON and VINCENT B. EVANS Produced by ROSS HUNTER

CINEMASCOPE TECHNICOLOR®

Universal International

Shea Pleased

(*Continued from page* 1)

getting underway, Shea said. Some of the ideas which the agency is putting into action are selling the public on attendance by saturating many media with suggestions such as "Have You Seen a Movie Lately?" and knitting a more intimate relationship with the press by holding private screenings and cocktail parties for newspaper, radio and TV personnel.

Other plans call for a more accurate and varied allocation of advertising, including window signs, outdoor advertising, throw-aways and extensive tie-ins. Theatre parties for children and special groups are also being considered as a means of enhancing the theatres' public prestige.

Some Managers Cautious

Shea managers involved in the project have registered approval and cooperation with the agency, Shea reported, although some are cautious about the agency's lack of experience in the industry.

"However, I'm very optimistic in view of what they've suggested and recommended," Shea said.

Shea made the decision to give his advertising to the agency after observing a successful promotional campaign turned in by the company for a fireman's muster and fair held last summer at Pine Island, N. H., a Shea Enterprises amusement park.

Point-of-Sale Drive

(*Continued from page* 1)

penetrates our potential audience," Lipton pointed out, "it cannot pay off completely at the boxoffice unless the point - of - sale campaign effectively reaches the identical audience—and at the time the picture is playing."

With national pre-selling figuring heavily in the plans for the company's releases during the first four months of 1957, Universal-International will utilize a wide variety of point-of-sale promotional approaches, Lipton said. The company will employ national advertising campaigns in magazines and Sunday newspaper supplements. In addition it will utilize television in key cities and radio will be employed on both a pre-sell and local basis. The personal appearance tours of stars and featured personalities to both key and sub-key cities will also be emphasized.

With the conferences concluded over the weekend the company's division and district managers left the studios to start their series of meetings of their branch managers, office managers, salesmen and bookers to acquaint the company's entire sales organization with the distribution and promotion plans which were finalized at the conference.

Television Today

Elect Lewine NBC V-P Of TV Program Dept.

Robert F. Lewine has been elected a vice-president in the National Broadcasting Co.'s television network program department, it was announced at the weekend by Robert W. Sarnoff, president of NBC. Lewine, who joins NBC in mid-December after resigning as vice-president in charge of television programming and talent for the American Broadcasting Co., will report to Emanuel Sacks, vice-president, television network programs for NBC.

Lewine joined ABC as Eastern program director in February, 1953. In September, 1954, he was named director of the ABC-TV program department, and in January, 1956, was elected vice-president in charge of programming and talent.

Average TV Station Has 8% Profit Margin

WASHINGTON, Dec. 9.—The average television station in 1955 had a profit margin of about 8% of total revenue, just about the same as the profit margin of the average radio station.

This was reported by the National Association of Radio and Television Broadcasters in its annual survey of broadcasting revenue, expenses and profits, based on 1955 operating data. NARTB noted that the radio and TV station profit margins were just about the same despite the fact that total revenue of the typical TV station was more than three times that of the average radio station. It also reported that there is much more variation in the profit margin of TV stations than those of radio firms.

Plan TV Film Series On Submarine Service

"The Silent Service," a television film series based on the experiences of men in the U. S. Navy's submarine units, will be produced for syndication by California National Productions starting next month, it is announced by Robert D. Levitt, vice-president and general manager of the NBC subsidiary.

The series will draw from Navy Department films and files, he said. The series will be written by Beirne Lay, Jr.

Filmack Storyboards

Filmack Studios, producers of film commercials for the past 40 years, have devised new four-panel storyboard forms for the production of film commercials. These special storyboards have individual panels for video including animation and background audio, and timing, which are designed to make it easier to coordinate thoughts and ideas.

Color TV Sets

(*Continued from page* 1)

vice-president of the Radio Electronics-Television Manufacturers Association.

In an analysis prepared for a Chamber of Commerce symposium on the 1957 business outlook, Secrest said some 7,100,000 black and white sets will have been produced this year, compared with 7,700,000 last year, and that the outlook for 1957 is that "at least" another 7,000,000 sets will be made. He predicted "several hundred thousand" color set sales in 1957, compared with 150,000 to 200,000 this year. This was "substantially above" 1955 color set output, he added.

Secrest marked as one of the surprise developments of 1956 the "sudden emergence of the portable TV receiver." He said 250,000 were turned out in 1955, but that some 1,500,000 will have been produced this year and 1957 production may be nearly twice that. Naturally, he added, these sell for less than standard sets and so drop the average price level.

Automatic Program Control System Set

ELMIRA, N.Y., Dec. 9—This city's UHF TV station, WSYE-TV, will tomorrow become the nation's first to adopt an automatic program control system to ensure more accurate programming and minimizing "blank screen" incident, according to T. Robert Bolger, general manager of the station.

The program control system, recently developed by General Electric, automatically schedules all switching necessary for programming slides, films, network and audio segments. This will result in a "smoothness of operation heretofore deemed impossible through manual program control," Bolger said.

Buy Radio News Time

Bristol-Myers Co. has purchased half of NBC Radio's new hourly network news program starting Jan. 14, it was announced yesterday by William K. Daniel, vice-president in charges of sales for the radio network. The news broadcasts are five-minute periods every hour daily from 7 A.M. to 11 P.M., Daniel said.

To Join ABC Network

PORTLAND, Ore., Dec. 9.—Radio station KGW and KGW-TV here will join the American Broadcasting Co. network as affiliates on Dec. 17, it was announced today. KGW radio is in its 30th year of operations, and the recently constructed TV transmitter will commence broadcasting for the first time when the stations join ABC network operations.

IN OUR VIE

WITH fanfare and the blow happy trumpets, the Scree tors Guild proudly and ver licly announced to the worl week that its board of directo voted unanimously to approve a ment with the Roland Reed com whereby actors will be paid mor $100,000 in overdue residual ments on four series of televisi tertainment films: "My Little M "The Stu Erwin Show," which known as "Trouble with F "Space Ranger" and "Waterfro

•

Simultaneously, according t Guild's announcement, the bo directors removed all of the I Reed companies from the Guild fair list" and reinstated their col bargaining contracts, which p ably had been suspended pendi outcome of settlement negoti From that point, the Guild's announcement goes on to enume complete detail the manner of re payments to be made to offs companies' delinquency and amounts involved. All the fil volved were produced unde Guild's 1952 contract for tel films, which provided for re runs on the third and fourth combined, and the fifth and sixt separately. Residuals, of course mence with the second run, in a ance with the terms of the 195 tract.

•

The important point which co attention under that specific c stance cited is the matter of the orate publicity attendant upo settlement. It is true without qu and understandable that the G happy at its ability to effect a ment of the situation, to the l of its own prestige and the be terest of its members. Howeve question is posed here that i very well be damaging, unfairl to a serious extent, to an act ploying agency or unit, when sive publicity is given to a de name-by-name recounting, aft tlement is made. There may been extenuating circumstances had led to the failure of the off company to meet its obligation ally, which perhaps should have publicity time and space. In an the publicity has little to just can do little or no good—but c harm somewhere. More care thought should be given to thes ters.

—*Charles S. Aar*

TRANSCRIPTIONS
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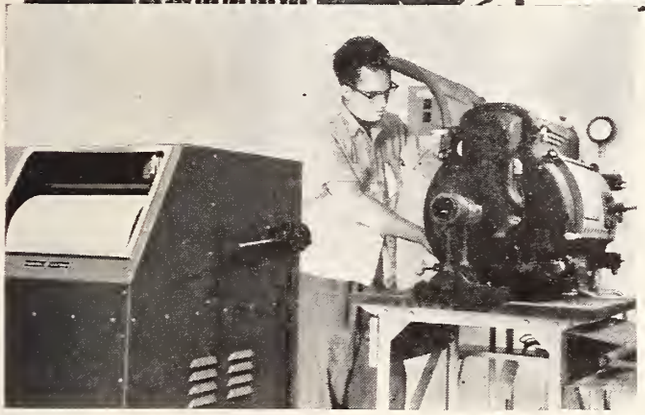
At the outer boundaries of knowledge...

New Research Laboratories in Parma, Ohio. To expand its basic research in solid state and chemical physics, National Carbon Company has recently enlarged its staff of scientists and provided them with an ideal laboratory setup for creative work.



Studying color balance for better color movies. The spectroradiometer analyzes the complete "rainbow" of colors in projected light — to give an investigator, in one and a half minutes, information that he formerly worked half a day to get. Research like this helped National Carbon Company win the coveted "Oscar" this year for developing lighting carbons which were balanced to operate with other studio lights.

New "particle" theory promises help in developing still brighter carbon arcs

Although the high-intensity arc has been around for forty years now, nobody has yet been able to explain satisfactorily how it produces the super-bright light so useful for movie projection and studio lighting.

At one time it was thought that the brilliant light came from atomic reactions taking place within the glowing crater or pit at the tip of the positive electrode where the energy of the arc is highly concentrated. But this theory has been radically modified by researchers at National Carbon's laboratories.

Now it is believed that a much more complicated process takes place in the crater region where powerful electrical currents heat the carbon to temperatures of 10,000 to 12,000 degrees Fahrenheit, roughly the temperature of the sun's surface. According to the new "particle" theory, material from the molten floor of the crater vaporizes into tiny particles of the order of a millionth of an inch in diameter. These white-hot liquid droplets stream out into the space between the carbon electrodes of the arc to form a long, luminous tail flame or "comet tail."

Precise knowledge of this process, combined with results of other experiments now under way at the Parma laboratories, should point the way toward new, brighter lighting carbons that will stand up to higher and higher currents and temperatures. More details of the work at Parma are given in a new booklet titled "Research." Write for a copy.

Look to **NATIONAL CARBON** *for leadership in lighting carbons*

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All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 80, NO. 111 NEW YORK, U.S.A., TUESDAY, DECEMBER 11, 1956 TEN CENTS

neral Today

2 Acting as allbearers at ohn Services

Mark Will Conduct; ora To Deliver Eulogy

enty-two industry notables will s honorary pallbearers at funeral es here today for Jack Cohn, 67, executive vice - president and co-founder of Columbia Pictures, who died Saturday. Services will be conducted at the Temple Emanu-El, Fifth Ave. and 65th St., at 2 P.M. by Rev. Dr. Julius Mark, head rabbi of the ple. The eulogy will be deliv- by Ferdinand Pecora, former jus- of the New York Supreme Court. e honorary pallbearers include

ack Cohn

(*Continued on page* 6)

ustry Executives oll Jack Cohn

ny expressions of mourning and ıendation of the late Jack Cohn made yesterday by prominent try executives. Some of them v:

rney Balaban, president of nount Pictures: "The passing of Cohn, my beloved friend and

(*Continued on page* 6)

D Studies Reshaping ire Structure: O'Shea

KO Radio Pictures, in the inter- of efficiency, is considering the ping of its entire production and bution structure to meet chang- rends and conditions in the for- and domestic markets," it was unced yesterday by Daniel T. ea, president.

teps to modernize distribution

(*Continued on page* 2)

JACK COHN

1889 1956

JACK COHN will long be remembered as one of the friendliest men to grow up with the industry. Affable, likeable, genuinely interested in people, and most especially motion picture people, his friends were legion, his acquaintances virtually numberless.

It was this interest in and liking for fellow industryites that made him the moving spirit in the founding of the Motion Picture Pioneers 17 years ago, and later of the Motion Pieture Pioneers Foundation.

Those very worthwhile organizations should not be permitted to expire of neglect but should be strengthened and expanded as worthy memorials to their founder. Foremost among his interests, it is reasonable to suppose that would have been his wish.

Jack's role in the founding, growth and magnificent success of Columbia Pictures is well known. His loss, while grievous, is mitigated by his astute leadership in selecting and training outstanding exeecutives to take up the administrative reins in his place.

Like his company, the industry at large and the many individuals who have known his wisdom and his kindness will miss him for long.

SHERWIN KANE

Against Tax Cut: Treasury

By J. A. OTTEN

WASHINGTON, Dec. 10. — The Treasury today told Congress it is opposed to any tax cuts at the present time—in excise rates, individual or corporate income taxes.

The Treasury statement served to confirm long-held suspicions that any motion picture industry drive for further admissions tax relief next year would again meet Treasury opposition.

The Treasury stand was outlined to a House Ways and Means Subcommittee by Dan T. Smith, top policy assistant to Treasury secretary Humphrey. Subcommittee Chairman Forand

(*Continued on page* 8)

Allied-COMPO Talks Reported 'Constructive'

From THE DAILY Bureau

WASHINGTON, Dec. 10 — Officials of the Council of Motion Picture Organizations and Allied States Association reported a "friendly and constructive" discussion today about Allied's possible re-affiliation with COMPO. A statement issued at the end of the meeting said there had been "unanimity of thought on general principles and some particulars." Each group now will report back to its own organization.

None of the participants would in-

(*Continued on page* 6)

For Theatre Loans

TOA Readies Brief Asking SBA Revisions

Harling Recommends 7 Changes in Agency Policy

Theatre Owners of America has prepared a brief for presentation to the Loan Policy Board of the Small Business Administration with seven recommendations pertaining to revision of the general loan policies of the agency, according to the latest TOA Bulletin.

The brief, prepared by Philip F. Harling, an executive of Fabian Theatres, recommends:

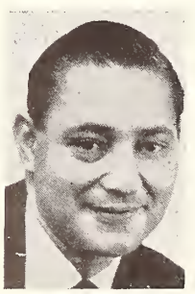
That in order to help the national economy the SBA revise its rules to permit it to grant regular mortgage loans up to 20 years to qualified motion picture exhibitors;

That the SBA be permitted to make

(*Continued on page* 6)

UA Earnings Abroad 'Highest Ever': Picker

United Artists' foreign earnings in the first quarter of the current fiscal year, which began on Dec. 1, 1956, will be "the highest ever in the history of the company," according to Arnold M. Picker, vice - president in charge of foreign distribution.



Arnold Pieker

Recently returned from a lengthy trip abroad, Picker, declining to reveal actual figures, said he still "has confidence in

(*Continued on page* 6)

SAG Asks Time to Study Proposed Changes in Corporation Tax Laws

From THE DAILY Bureau

HOLLYWOOD, Dec. 10.—Screen Actors Guild counsel William Berger has requested the Collector of Internal Revenue in Washington for a 30-day delay in presenting to Congress certain proposals for changes in the corporation tax laws, which are construed as threatening independent film production in the U.S. and which would spur the making of films abroad, it was announced by the Guild.

Berger said that one proposal of the Internal Revenue department, as outlined in advance notices to tax counsels, would drastically affect independent production companies set up by individual stars, or others, whose salary is the principal source of revenue. The Collector is scheduled to present its proposals to Congress on Dec. 15, and SAG has requested a delay until Jan. 15 in order that it may have time to study the proposals and submit its views.

It is reported that other Guilds, the television networks, and individuals are making similar requests.

The newly proposed corporation tax laws as prepared by the Collector, would affect approximately half the film production in Hollywood involving financial arrangements. It is esti-

(*Continued on page* 8)

Television Today Page 8

PERSONAL MENTION

JOSEPH R. VOGEL, president of Loew's, Inc., returned to New York yesterday from the Coast.

•

MIKE FRANKOVICH, vice-president of Columbia Pictures International, will arrive here today from London via B.O.A.C.

•

SY COHEN, pressbook editor for Warner Brothers, has returned to New York from Florida.

•

PETER PERAKOS, president of Perakos Theatres Associates, will offer two perpetual football scholarships to senior members of the New Britain (Conn.) High School team.

•

MORRIS ROSENTHAL, manager of Loew's Poli Theatre, New Haven, Conn., has returned there from Miami.

•

WILLIAM GLASMAN, with Decca Records for the past 22 years, has been named vice-president in charge of the North Central division of Decca Distributing Corp.

•

MAURICE MORIARTY, projectionist at the Paramount Theatre, New Haven, for the past 35 years, has retired and is moving to Florida.

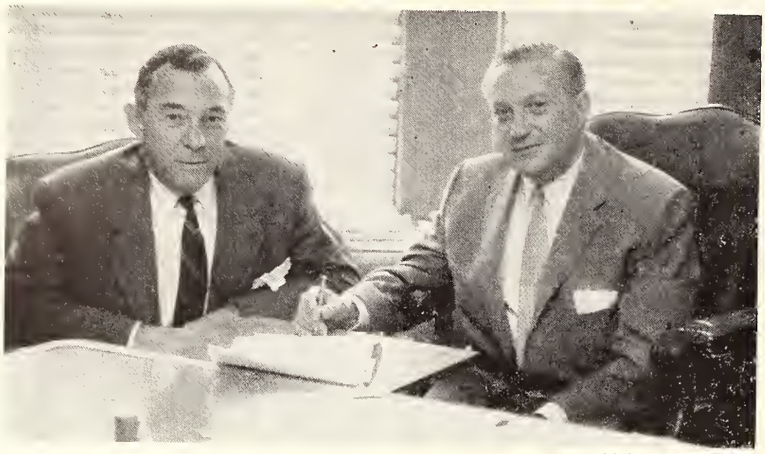
MPEA to Hear Maas On Far East Today

A report on the Far East by vice-president Irving A. Maas and discussions on European film festivals will highlight the agenda of today's meeting of the board of directors of the Motion Picture Export Association.

Maas, who returned to New York over the weekend from Japan, is expected to tell the MPEA about the Japanese remittance and self-regulation situation confronting American companies, the Malayan import duty on films and Philippine matters, among other subjects.

Newman, Tamarin to Brotherhood Publicity

Sidney Newman, advertising-publicity director of Skouras Theatres, and Alfred H. Tamarin, assistant national director of advertising, publicity and exploitation for United Artists, have accepted posts as national publicity co-chairmen for the amusement industry's Brotherhood Drive for 1957. The announcement was made yesterday by William J. Heineman and Spyros S. Skouras, Jr., national co-chairmen of the drive for the National Conference of Christians and Jews.



M. P. DAILY picture

SIGNING THE DEAL for new Warner Brothers' quarters: Norman Tishman (left) and Benjamin Kalmenson.

RKO Studies

(*Continued from page* 1)

procedures have been under consideration for quite some time," he said. "Various plans are under study, including the possibility, eventually, of aligning some elements of RKO's domestic and Canadian distribution facilities with those of some other organization."

The announcement came following a series of policy meetings held in Palm Beach, Fla., last week with Thomas F. O'Neil, president and board chairman of RKO Teleradio Pictures; Walter E. Branson, vice-president in charge of world wide distribution; Michael G. O'Neil; Edward L. Walton, administrative vice-president; William Dozier, vice-president in charge of production, and Raymond Klune, manager of studio operations.

Disney to Douglas: Film Made to Aid '20,000'

HOLLYWOOD, Dec. 10 — Walt Disney and eight co-defendants in $415,000 damage suit filed Aug. 1 by Kirk Douglas, charging the actor's privacy had been violated by a "Disneyland" telecast that included footage showing the actor and his sons riding a miniature electric train, today filled an answer stating that the use of such footage came properly under the provisions of an employment contract between Disney and the actor for Douglas' services in "20,000 Leagues Under the Sea."

The Douglas complaint said the electric train scene had been photographed during Douglas' family visit to the Disney home. The Disney answer said the occasion was "in no sense a social visit" and the "sole purpose of taking the film of the plaintiff was the later exploitation of the said film in connection with promotion of '20,000 Leagues Under the Sea'."

Board Elections, Pact On SW Jan. Agenda

Stockholders of Stanley Warner Corp. will meet on Jan. 10 in Wilmington, Del., to elect three directors to the company's board, to consider ratification of the employment contract between S-W and Fabian Enterprises, and to transact other corporation business, according to the annual notice of meeting.

Up for re-election as directors are Si Fabian, Samuel Rosen and Nathaniel Lapkin for a term of two years. Harry M. Kalmine, Maurice A. Silver and Charles F. McKhann are the other members of the board.

The extension of the employment agreement between S-W and Fabian Enterprises, Inc., which provides the services of Fabian and Rosen, will be put before the stockholders. The new contract, which will run from Aug. 26, 1956 to Aug. 29, 1957, would provide Fabian Enterprises $3,000 per week plus a sum equal to the following percentages of the annual consolidated net profits—no percentage on the first $2,500,000; five per cent on the next $2,500,000; seven-and-a-half per cent in excess of $5,000,000.

Einfeld To Coast Fri. For Fox Policy Meets

Charles Einfeld, 20th Century-Fox vice-president, will fly to Hollywood on Friday to attend important policy conferences with president Spyros P. Skouras and executive producer Buddy Adler covering production plans for the coming year.

Preceded to the studio by executive vice-president W. C. Michel and vice-president and Eastern studio representative Joseph H. Moskowitz, Einfeld will be joined at the parleys by Murray Silverstone, president of 20th Century-Fox's International Corp., and Alex Harrison, general sales manager.

Sign Lease f WB Quarte

Warner Bros. Pictures, Inc., taken a long-term lease of ap mately 100,000 square feet of space in the new 38-story, air ditioned building now under struction by Tishman Realty & struction Co., Inc., at 666 Fifth nue here, it was announced yest by Norman Tishman, presider Tishman Realty, and Benjamin menson, executive vice-presider Warner Bros. Warners will oc the entire seventh floor, plus a portion of the sixth floor, witl cupancy scheduled for the Fa 1957.

The present Warner buildin 321 West 44th Street, where company has maintained its ge offices for more than 30 years been sold.

Admissions Tax Cut In Half in Philadelp

Special to THE DAILY

PHILADELPHIA, Dec. 10. efforts of the Theatre and Amus Association of Philadelphia to r the city's amusement admission proved successful when the Council passed the 1957 budget a provision calling for a 50 per cut in the amusement tax, from five per cent.

The drive was led by industry ers William Goldman, Lester K Morris Wix, Lewen Pizor and S Shapiro.

NEW YORK THEATR

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Rockefeller Center
MARLON BRANDO · GLENN FORD
MACHIKO KYO
starring in CinemaScope and METROCOLOR in
"THE TEAHOUSE OF THE AUGUST MOON"
AN M-G-M PICTURE
and THE MUSIC HALL'S GREAT CHRISTMAS SHOW

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MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. W Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams nup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays days and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan. Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture H Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a p Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

can N.Y. Tax lea Today

he Board of Estimate of the City ew York and Mayor Robert F. ner will meet here today in an itive session to discuss a request by a joint committee of motion re theatre owners for a repeal of unicipality's five per cent tax on ssions, according to William R. executive secretary to the or.

er said here yesterday that the d of Estimate will confer also he appointment of a citizens' com- e to investigate the advisability epealing the tax and to see if it ses any "hardships" on motion re theatres.

Vagner to Name Committee

he Mayor told the exhibitors at week's meeting that he would oint a committee to study the tax's t on theatres, feeling that the d of Estimate would go along him after being told of the ex- ors' oral and written arguments, said.

he joint committee of New York exhibitors, composed of represen- es of the Independent Theatre ers Association and Metropolitan on Picture Theatres Association, Robert W. Coyne, special counsel he Council of Motion Picture Or- zations, presented Mayor Wagner several briefs to support their arguments for repeal of the five ent levy.

e $10,800,000 for Current Year

ty Budget Director Abraham ne, who also attended last week's ing, said that the tax brought the about $20,000,000 in revenue in -55 and 1955-56. A yield of t $10,800,000 is estimated for the 6-57 fiscal year he said. The get Director said that the levy on on picture theatre admissions e yielded about $5,500,000 in -55 and 1955-56 and could be cted to produce the same amount oximately in 1956-57.

oyne, in his statement before the or, recited the financial state of motion picture industry and the easing competition from televi- especially since the recent sale or of thousands of backlog films to networks.

Decline in Tax Total Cited

e cited figures supplied by the s fiscal officials to support his con- ion that the film houses were in financial trouble. He declared the city's revenue from film ad- ions tax was $2,496,183 for the seven months of 1956, as against 29,211 for the same period last .

he decline of $33,028, or near- 2 per cent, was characterized by ne as significant because it took e at a time when nearly all other or industries and retail businesses he city were at record peacetime sperity.

Change in Age Limit Sought in Quebec

Special to THE DAILY

TORONTO, Dec. 10—Lowering of the age limit to 14 from 16 for children to attend theatres was the major topic of discussion at the annual meeting of the Quebec Allied Theatrical Industries in Montreal. The proposal is to be made to the province of Quebec where children under 16 have been barred from theatres since 1927. In other provinces children may attend at any time if accompanied by an adult; they also may attend matinees on Saturdays and holidays by themselves.

On occasion the provincial government has given permission for exhibitors to depart from the law—usually for Disney films and also for Paramount's "The Ten Commandments."

Robert Granby was returned as president of the association, with all the other officers of last year renamed to office.

Two proposals on the provincial amusement tax are to be placed before the province. It will be suggested that the amusement surtax on tickets costing $1 or less be repealed and also that the amusement tax on tickets costing 75 cents and less be lowered from 10 per cent to eight per cent.

UA Regional Meeting With Lewis in Toronto

Special to THE DAILY

TORONTO, Dec. 10—A series of regional field meetings with exhibitors, branch personnel, editors and radio-TV officials was launched here this weekend by Roger H. Lewis, United Artists national director of advertising, publicity and exploitation. The conferences are designed to stimulate support of the company's 1957 promotion program, developed at the recent UA fieldmen's convention in New York.

Lewis, at a luncheon here today, stated that television stations will be supplied with film-clips by United Artists in the same manner as newspapers are given material. The plan, he said, will give behind-the-scenes shots for the TV stations.

A cocktail party at the end of the day provided the setting for the announcement to video executives and station representatives.

'Battle Hymn' Preview To Take Place Tonight

More than 2,500 exhibitor leaders, U.S. Air Force officials, members of the Korean Mission to the United Nations, entertainment industry personalities and national magazine, fan magazine, television, radio, newspaper and trade press representatives are scheduled to attend the invitational press preview of Universal-International's "Battle Hymn" at the RKO 86th Street Theatre here tonight.

Set Daff Drive for U-I Foreign Branches

The 1957 Daff Drive, an 18-week sales drive in which Universal-International's overseas branches throughout the world will participate as a salute to Alfred E. Daff, president of the company's overseas subsidiary, was announced yesterday by foreign general manager Americo Aboaf.

Alfred E. Daff

Forty U-I branches will join in the global sales drive from Dec. 30 to May 4.

The theme and slogan set for the drive is "U-I Key to Prosperity" with a gold key standing as the symbol of the drive throughout the world. To coordinate the effort, drive kits containing samples of exploitation and advertising material and suggested office displays have been distributed to the participating U-I branches.

Included among the U-I films which will be in global release during the drive period are "Battle Hymn," "Written on the Wind" and "Istanbul."

Report to MPAA Today On PCA Appeals Board

The board of directors of the Motion Picture Association of America will meet here this morning to hear a report from its sub-committee on industry self-regulation, according to an official of the MPAA.

The self-regulation committee of the MPAA board is composed of Barney Balaban, Daniel T. O'Shea, A. Schneider and Eric Johnston. A working sub-committee includes Robert J. Rubin, Paul Quinn, Ray Bell, Kenneth Clark and Sidney Schreiber.

The group is expected to present its recommendations to the MPAA directors on the make-up of the Appeals Board of the Production Code Administration. It has been previously reported that the self-regulation committee has recommended to the company presidents that the Appeals Board be expanded to include independent producers and exhibitors.

Johnston Slated to Preside

Johnston, MPAA president, is expected to preside at the board meeting, which will be attended by other MPAA and Motion Picture Export Association executives.

He may also drop in, following the board meeting, on a luncheon conference of the merchandising and promotion sub-committee of the Advertising and Publicity Directors Committee of the MPAA. The group, headed by Alfred Tamarin, will finalize plans for the "Oscar Sweepstakes" proposal which will be formally presented by Tamarin on Thursday before the Academy of Motion Picture Arts & Sciences in Hollywood.

U.K. Showmen Tax for Year $7,174,336

By WILLIAM PAY

LONDON, Dec. 8 (By Air Mail).—The sixth report of the British Film Production Fund shows that in the year to July 28, 1956, exhibitors paid into the fund under the Eady Levy £2,562,263 ($7,174,336). Total exhibitor collections since the inception of the scheme, in 1950, now total £14,790,451 ($41,413,262).

In the sixth year total of £2,318,197 ($6,490,951) was distributed to producers and/or distributors and of this sum £2,052,053 ($5,745,748) was paid to 45 recipients in respect of 609 applications relating to feature films. £266,144 ($745,203) was paid to 84 recipients in respect of 738 applications relating to films of 3,000 ft. and under. Payments in respect of individual features have ranged between £111,741 ($312,874) and £1 ($2.80) and to individual shorts, excluding serials, between £8,210 ($32,988) and £2 ($5.60). A further distribution of £104,774 ($293,367) remains to be made.

$1,197,691 to Subsidiaries

As previously announced £427,747 ($1,197,691) was paid during the sixth year to British subsidiaries of the major American companies here and British companies were allocated £1,796,046 ($5,028,928).

The government's bill to put the present voluntary levy on a statutory basis is expected to be introduced into the House of Commons later this month.

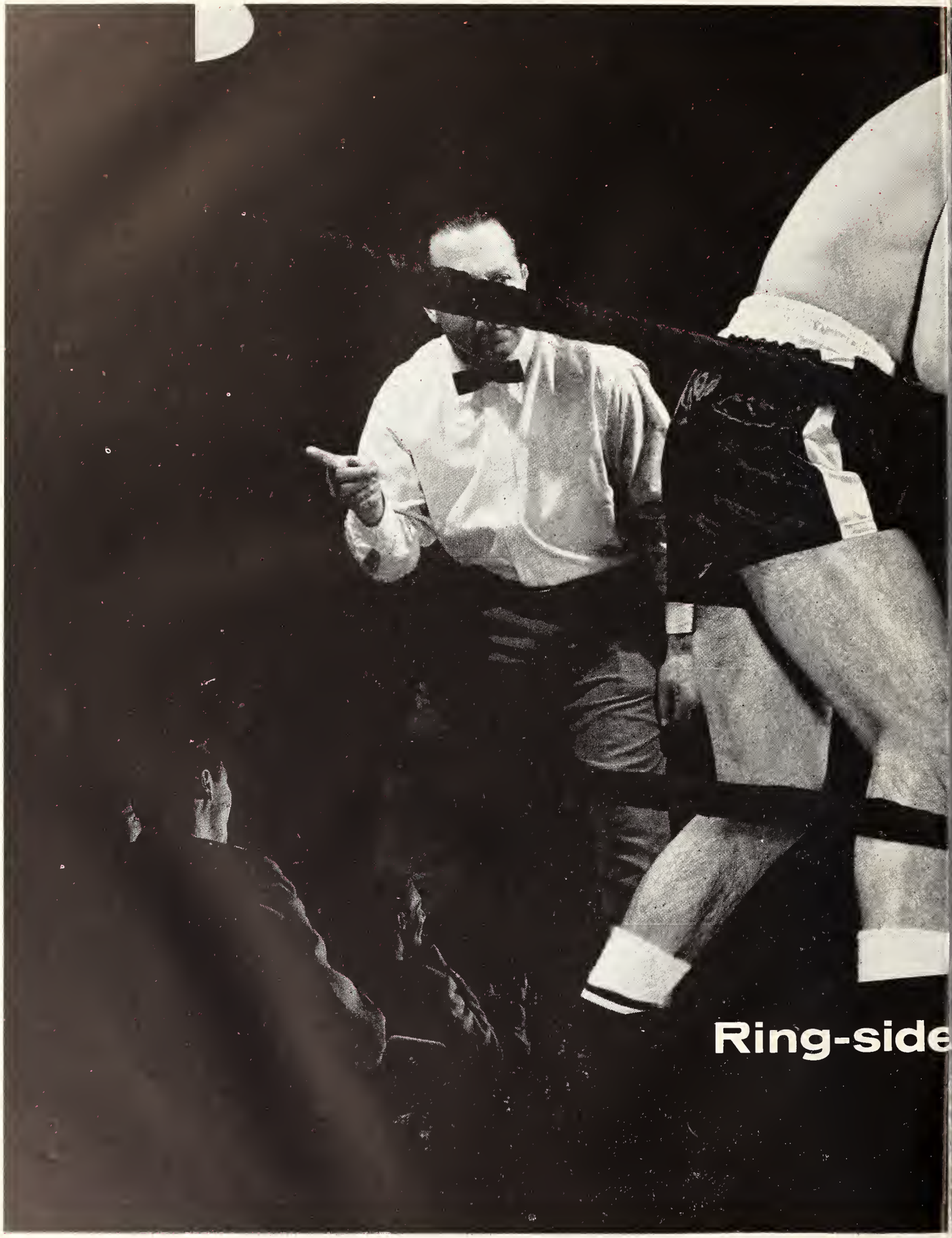
Harry Bachman Dies; Wash., D.C. Exhibitor

WASHINGTON, Dec. 10.—Funeral services will be held here tomorrow for Harry F. Bachman, long active in film affairs here.

Bachman, who was 53, was president of the Circle Theatre Corp., operating the Circle Theatre. He had begun his motion picture career here with educational films in the early 1920's, and later managed Warner theatres in Hagerstown, Md., and Baltime. For 15 years he was secretary-treasurer of the Motion Picture Theatre Owners of Metropolitan Washington, and has been on the board of governers of the local Variety Club tent.

Arthur Lange, Composer

WASHINGTON, Dec. 10.—Funeral services were held here this afternoon for film composer Arthur Lange, 67. Lange, who conducted the Santa Monica Symphony Orchestra for the last 10 years, had earlier headed music departments at M-G-M, 20th Century-Fox, RKO-Pathe and International Studios.


Ring-side

..world-wide!

erybody thrills to a fight! Especially when it's on a de, wide-screen where every seat is down front! Before is show could go on in this way, time, work, and money nt into perfecting new technics in production, process- g, and projection. Members of the Eastman Technical Service, working hand-in-hand with the industry, are happy to have helped develop these technics.

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West Coast Division
6706 Santa Monica Blvd., Hallywaad 38, Calif.

Cohn Services

(*Continued from page* 1)

Barney Balaban, L. M. Blancke, Simon H. Fabian, William German, Leonard Goldenson, Dr. Maximilian Goldstein, Max Gordon, Eric Johnston, Otto E. Koegel, Joseph McConville, Sr., A. Montague, Martin Quigley, Sr., Herman Robbins, Samuel Rosen, A. Schneider, Nicholas M. Schenck, Charles Schwartz, Mendel Silberberg, Spyros Skouras, A. B. Sonnabend, N. B. Spingold and Donald S. Stralem.

The body reposes this morning at Park West Funeral Chapel, 115 W. 79th St., Manhattan. Burial will be at Old Mt. Carmel Cemetery, Brooklyn.

In addition to Cohn's administrative contributions to the expansion of Columbia over the 32 years since the company's founding, in association with his brother Harry and Joe Brandt, he was responsible for the formation in 1939 of the Motion Picture Pioneers, an organization for men who had served in the motion picture industry for more than 25 years. He subsequently established the Foundation of the Motion Picture Pioneers, a charitable group to aid needy former members of the industry. He headed the organizations from their beginning and only eight days before his death he presided at the Pioneers annual dinner here.

Allied-Compo Talks

(*Continued from page* 1)

dicate whether there had been agreement on terms for Allied's re-affiliation, but the statement issued by the group did say that the participants had agreed that the present economic state of the industry "Calls for the maximum possible cooperation between all branches."

Allied general counsel Abram F. Myers said the present plans of the Allied group are to report to Allied's February board meeting. Allied will probably take no action before then, he indicated.

UA Earnings

(*Continued from page* 1)

the future for the motion picture in the foreign market despite economic and political problems in a number of countries."

"The world is still going to see films, as they are the best entertainment medium presented," Picker declared.

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Industry Leaders in Tribute

(*Continued from page* 1)

industry associate, leaves me saddened beyond the capacity of mere words to express. I, and all who ever knew him, shall miss his rare good humor, his fraternal warmth, his ever evident kindliness, his wholesome approach to life and his genuine feeling for human beings and their problems."

Arthur B. Krim, president of United Artists: "Jack Cohn was a member of that small group of pioneers whose faith, determination and resourcefulness laid the foundation on which the modern film industry was built. His enthusiasm and perception were a source of strength and inspiration to all of us who knew him over the years."

Milton R. Rackmil, president of Universal Pictures: "The death of Jack Cohn is a deep loss to the motion picture industry. It is to pioneers like Jack Cohn that the picture business owes much of the stature it has achieved today. His passing is not only Columbia's loss but a loss to the entire motion picture business."

Sol A. Schwartz, president of RKO Theatres: "News of Jack Cohn's untimely death was a deep personal shock to me. We had worked together very closely in the arrangements for the recent Pioneer's dinner. His work with the Foundation of the Motion Pieture Pioneers was an inspiration to all of us. His passing is a great loss to our industry."

J. R. Vogel, president of Loew's, Inc.: "Jack Cohn, one of the true veterans of the motion picture industry, was hard-working and sincere in every respect. The whole industry, as well as Columbia, is the loser by his untimely passing. He was a gentleman, a good citizen and a friend."

Jack L. Warner, president of Warner Bros.: "Jack Cohn was a true representative of the courage and foresight that helped to bring the motion picture industry to the importance and prominence it enjoys today. It was my privilege to have known him for many years and I have always had the highest regard for him as a human being."

Herbert J. Yates, Republic Pictures: "I was shocked to learn of the untimely death of Jack Cohn, who has been my friend for many, many years. This industry will miss not only his warm, friendly personality but his inspired guidance as well."

Eric Johnston, president of the Motion Picture Association of America: "Jack Cohn's death is a grievous loss to the industry. He was one of the true pioneers in the motion picture. He was a true pioneer because he was always a man of courage and of vision. He always welcomed new ideas, new ways of doing things, and was never afraid to take risks to achieve greater objectives. His was the type of leadership that gave character and drive and heart to our business. More than ever this type of leadership is needed today. As friend and as associate, Jack Cohn will be greatly missed by us all."

Spyros P. Skouras, president of 20th Century-Fox: "Jack Cohn was a true leader of our business. His warm, friendly spirit was an inspiration to all. His contributions to the best interests of motion pictures endeared him to everyone, particularly to the underdog, to whom he gave freely of his time and energies. As founder of the Motion Picture Pioneers, Jack Cohn added another distinguished page to an illustrious career."

Alfred E. Daff, executive vice-president of Universal Pictures: "The death of Jack Cohn should be mourned by every person in every branch of the motion picture business. We who follow in the footsteps of this great picture pioneer alone know the value of his contributions to the industry he loved and to which he devoted his life."

Nate J. Blumberg, chairman of the board, Universal Pictures: "The untimely death of my old friend Jack Cohn is not only a personal shock to me but a great loss to our industry. He was one of the founders of our business and will be missed by thousands of friends in the industry he helped to create."

Edward Morey, vice-president of Allied Artists: "I have lost a great personal friend and the industry has lost one of its true pioneers who made vital contributions to the maturing of motion pictures."

Charles Einfeld, vice-president of 20th Century-Fox: "Jack Cohn was a dear and wonderful figure in the motion picture industry. Aside from his executive ability, he loved his fellow man with deep affection."

Benjamin Kalmenson, executive vice-president of Warner Bros.: "The sudden death of Jack Cohn comes as an unspeakable shock to his countless friends both in and out of the industry. I have never known a more highly regarded person in the many years I have been in this business."

Charles M. Reagan, vice-president of Loew's, Inc.: "With the death of Jack Cohn, our industry has lost one of its dynamic figures and all of us have lost a valued friend."

Walter Branson, vice-president of RKO Radio Pictures: "Jack Cohn was an American of whom the motion picture industry and all other industries may well be proud. I have known him for some 30 years, and over this period have seen him emerge as an industry leader, a successful pioneer always glad to give his efforts towards industry progress and friends in need."

Alex Harrison, general sales manager of 20th Century-Fox: "In Jack Cohn, the motion picture industry was endowed with a man of vision and leadership. His dedication to furthering the aims of our industry has been an inspiration to all. We will long honor his memory."

TOA Prepar

(*Continued from page* 1)

sueh loans according to establ methods and formulas, used by ing institutions;

That the maximum sum that m loaned by the SBA for such mor purposes shall be $2,000,000 on one theatre property;

That the SBA secure proper le tion in order to enable it to inc the revolving fund;

That proper legislation be en at the request of the SBA wh the policy board would guarante a fee a mortgage loan by an ind dent, qualified lending institutio

That the SBA seek proper le tive authority to guarantee mor loans;

That the SBA revise its rule quiring a statement of inabilit obtain private financing as a conc precedent to filing an applicatio a mortgage loan.

Harling states in the TOA bu that "one of the most important of the theatre today is to obtain gage financing and refinancing. the lending institutions have, fo past six years, closed their doo theatre owners. This is con knowledge and has been br about partly by the impact of t sion on the motion picture ind and more recently due to the unf able condition of the mortgage ket."

Two Types Included

Under the SBA rules, there ar types of loans: (1) busine finance plant construction, conve or expansion, or the purchas equipment. Facilities, machi supplies, or material; to supply ing capital; or as may be necessa insure a well balanced nat economy. (2) disaster—to reh tate businesses or homes damag destroyed by storms or other n catastrophes, or to aid busi which have suffered substantial nomic injury because of s drought conditions.

On last Sept. 28, the Policy I of the SBA declared that "four- theatres would be eligible for "The motion picture exhibitors, taking stock of what they had . . . realized that the lack of be and help that could be obtained the SBA was shocking and astoun They were no better off now than were before they became eligib apply for loans," Harling said.

Huntley Gordon, 69

HOLLYWOOD, Dec. 10—Hu Gordon, 69, one-time screen whose career in motion pic started in Vitagraph days, died ember 7 at his suburban Van home. He starred in many films fore the advent of sound. His film was made in 1938. Late obtained talent for the radio gram, "Screen Guild Players" was studio contact with the M Picture Relief Fund. His wi Gene, survives.

Jack Cohn

OCT. 27, 1889 — DEC. 8, 1956

The motion picture world has lost
a leading citizen.
The MOTION PICTURE PIONEERS
has lost its guiding spirit
and greatest friend.

The Directorate
and Members of the
Motion Picture Pioneers
and the
Foundation of the Motion
Picture Pioneers.

U. S. Treasury

(*Continued from page* 1)

(D., R. I.) nonetheless immediately announced he felt his subcommittee would still recommend tax relief wherever present excise rates were found discriminatory or burdensome.

Asked whether the Treasury feels present individual, corporate and excise tax levels must be maintained, Smith said: "So far as I know now, I see no basis for a proposal for the reduction of any taxes at the present time." Specifically, he told the subcommittee, the Treasury opposes any excise rate cut, and feels that if Congress wants to cut one excise rate, then it must levy new or increased taxes on other items to make up for the revenue loss.

White House Believed in Favor

What wasn't clear in the wake of Smith's testimony was what the White House would do about the cabinet committee report recommending tax relief for small business. Presumably, Smith's statement was broad enough to cover opposition to this tax relief, too, though most administration officials feel the White House has committed itself to recommending some relief for small businesses.

Smith admitted the present excise system wasn't completely logical, but said the Treasury had no alternative and needed the revenue.

Forand wound up the hearings at noon today and announced the subcommittee would meet in executive session tomorrow afternoon to decide how to go about preparing its recommendations for the full committee.

SAG Asks Time

(*Continued from page* 1)

mated that the proposed tax restrictions would apply to 90 per cent of the numerous independent film and television companies formed in the last few years by stars and independent producers.

The changes virtually would outlaw companies that depend for financing on personal-service contracts involving the owner. Most of the earnings of such companies would be regarded as personal income earned and would come under the personal holding-corporation tax. It is much higher than the straight corporation tax schedule which has a maximum levy of 52 per cent.

The revised regulations virtually would eliminate the savings by subjecting the bulk of the earnings to the personal holding corporation tax. According to tax specialists, that corporate revenue in excess of 80 per cent of total income derived as the result of personal-service guarantees would be taxed at the rate of 75 per cent on the first $2,000 and 85 per cent on the remainder. The personal income tax maximum is 92 per cent.

Particular concern is being voiced over the retroactive provisions of the ruling. The aggregate total of taxes based on a re-evaluation of earnings back to 1954 would run to several million dollars, it is estimated.

Television Today

Passing in Review

WITH ANITA EKBERG AS one of side dishes (Person to Person, CBS-TV, Friday), the week was a fairly slim, pre-Christmas smorgasbord in which the delights were random, fleeting and never very substantial. The random included performances by John Cassavetes and Ann Sheridan (in two separate shows); the fleeting: dramatist Arch Oboler's brave appearance on Dave Garroway's Today the morning after his new science fiction play had been blasted off by the drama critics; and the never very substantial: Henry Salomon's "Jazz Age" (Project 20, NBC-TV, Thursday).

Lost on Younger Element

The thing about Mr. Salomon's "Jazz Age," especially to one who spent most of it in the confines of a strictly dry, un-progressive kindergarten, was that the show seemed to be most significant as another example of overwrought nostalgia, put together by elders who have confused the manifestations of an era with the actual causes. The show contained much fascinating footage—the Ku Klux Klan marching down Pennsylvania Avenue, Lindberg's arrival at Le Bourget, a violent strike demonstration — but then drifted off into a frenetically edited montage of ticker tape quotations and the Charleston, spiced by staged speakeasy and gang-war shots and accompanied by Fred Allen's satiric comments. "Jazz Age" was fun all right, but instead of revealing any kind of truth, it simply poured another layer of romance over the facts.

Another documentary, Air Power's "Battle of Britain" (CBS-TV, Sunday) was a straightforward recapitulation of even more familiar, but no less impressive events. Straightforward and impressive, too, was Zoo Parade's essay on "Birds of Prey" (NBC-TV, Sunday), though Marlin Perkins' commentary seems to become increasingly fulsome and redundant with each show.

Auto Show a Good Show

CBS-TV's special hour-long report from the National Automobile Show at the New York Coliseum Sunday was an expert example of well-coordinated television reporting. A kinescope recording of it should find its way into somebody's time capsule. Undoubtedly future social-historians will be able to read from it the entire course of our present culture, even if the exact meaning of the fish-tail fender will be a source of endless esoteric debate.

As usual, the week's dramas were never quite up to the performances. The best of the lot was Climax's "Savage Portrait" (CBS-TV, Thursday), another variation on the talented-artist-down-on-his-luck theme, but with a strong, sharp performance by John Cassavetes to give it point. The evening before, CBS-TV's U.S. Steel Hour had the benefit of an easy, unharried performance by Ann Sheridan in "Hunted," with Theodore Bikel excellent as her co-star. Alcoa Hour's "Adventure in Diamonds" (Sunday) and Kraft's "The Ninth Hour" (Wednesday) represented a perfect wedding of all talents—that is, the scripts deserved the performances they received.

—*V. C.*

Issue TV 'Monopoly' Findings in February

WASHINGTON, Dec. 10.—Findings of the House Judiciary Subcommittee, which investigated possible "monopolies" in television network systems in New York last September, will not be published until February, it was announced by Emanuel Celler (D., N. Y.), chairman of the group.

The Senate Commerce Committee plans to publish a report in January on its own TV hearings, it was announced. The committee also plans to ask for a progress report from the Federal Communications Commission next month on television allocation problems.

TV in Casper, Wyo.

CASPER, Wyo., Dec. 10.—This city's first television broadcasting station is under construction after the acquisition of a license by the Harriscope Co. of Los Angeles. Harriscope makes, rents and sells films for TV broadcasting, specializing in national boxing shows. Robert Berger and Burt Harris, owners of Harriscope and the new Casper TV station, will operate their new acquisition from Los Angeles, it was announced.

Sign for News Show

General Cigar has signed a $2,000,000 contract with ABC-TV for a minimum of 26 weeks sponsorship of John Daly and the News, Monday through Friday, 7 P.M., EST, it was announced Friday. A spokesman for the network described the new deal, which begins today, as reflective of the tremendously increased interest in the news as a result of the recent world crises. Young and Rubicam is media brokers.

Buy El Paso Station

SPOKANE, Dec. 10.—Purchase of a radio and TV station at El Paso, Tex., for $1,000,000 by the owners of KXLY and KXLY-TV here was announced by Blackburn-Hamilton, media brokers.

To Promote Launch Of TV in Scotland

LONDON, Dec. 8 (By Air
A vigorous promotional campa
be launched this February to
for the August, 1957 commen
of commercial television broac
in Scotland, it was announ
James M. Coltart, managing
of Scottish Television, Ltd., I
contractors for Scotland.

The campaign will promot
installations and TV set con
for the estimated 500,000 se
will be in use by opening da
31, Coltart said.

Planned for 22 Weeks

"Part of this will take th
of exhibitions every week
weeks in the main cities and
he explained. "We are arran
commercial programs to be sh
closed circuits which will fan
Scotland with (our) program
through the six months bef
go on the air."

Roy Thomson of Canada h
named chairman of Scottish
sion. The company is the fi
station opened in Britain by
dependent Television Authori
the inauguration of British T

Terrytoons Has 9% Increase in Business

Terrytoons, a division of CB
vision Film Sales, had a nine
increase over last year's th
shorts business in the U.S. ar
ada, according to William M.
vice-president and general ma
the company's New Rochelle,
animation studio.

Its 1957 schedule will incl
CinemaScope cartoons for 20
tury-Fox and a debut of four n
toon character series, Weiss r

1940 Musical for T

Joel Spector, producer of
Christmas show, "The Stingie
in Town," and Harold Ravitc
acquired the rights to "Hol
Your Hats," a 1940 Broadwa
cal. The deal calls for the ser
E. Y. Harburg, Burton La
Eddie Davis, who did the orig
prepare the show for a TV sp
lar in the spring.

Produce 'Gift' Film

A color film on gifts, tied
stainless steel products, has be
duced by Ted Esbaugh Stud
the Committee of Stainless Ste
ducers, American Iron and St
stitute. The five-minute film
"The Etiquette of Giving," is
rent release among 50 TV
around the country, the stu
clared.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 80, NO. 112 NEW YORK, U.S.A., WEDNESDAY, DECEMBER 12, 1956 TEN CENTS

Revised Production Code Approved by MPAA Board

Changes Clarify Basic Code Provisions, Put Contents in More Logical Sequence; Permit Several Subjects Formerly Tabu

By SHERWIN KANE

A revised Production Code embodying thoroughgoing changes evolved during 11 months of work by a special committee on self-regulation of the Motion Picture Association of America was approved and adopted by the MPAA board of directors here yesterday.

The effect of the changes is to clarify the basic code provisions and to put its contents into more logical sequence, thereby providing a document for the guidance of Hollywood that is clearer and more concise than the old.

Some of the subjects formerly pro-

(*Continued on page 7*)

Johnston Statement On Code Revisions

Following is a statement issued yesterday by Eric Johnston, president of the Motion Picture Association of America, in announcing that revisions in the Motion Picture Production Code had been approved by the MPAA board of directors:

"Some time ago a committee of the board was appointed to make a study of the Code and to recommend any revisions that it considered to be desirable in light of experience and of present-day conditions.

"The Production Code consists of two main elements: (1) the underlying moral principles, and (2) the pro-

(*Continued on page 7*)

The reasons underlying the Code, an exposition of the moral principles upon which it is based have been a part of the document since its beginning. In the revision approved yesterday by the MPAA board these reasons remain with minor changes of wording. They are printed in full annually with the text of the Code in the International Motion Picture Almanac, the 1957 edition of which will be published this month. The text of yesterday's revision is on pages 6 and 7 of this issue.

2000 Attend Cohn Funeral

Approximately 2,000 persons representing all branches of the industry, as well as many from outside the industry, attended funeral services yesterday for Jack Cohn, executive vice-president of Columbia Pictures. The services were held at Temple Emanu-El, Fifth Ave. and 65th St., with burial following in Old Mt. Carmel Cemetery, Brooklyn.

Dr. Julius Mark, head rabbi of the Temple, officiated at the services and spoke effectively of Cohn's meaning to his family, his affection for his fellow man, for the industry in which he

(*Continued on page 2*)

Finds Exhibitors Eager To Present Films Well

From THE DAILY Bureau

HOLLYWOOD, Dec. 11—Kenneth D. Wingo, first field man appointed by the Motion Picture Research Council to maintain technoligical liaison between production and exhibition to-

(*Continued on page 7*)

REVIEW:

THE RAINMAKER

Hal Wallis—Paramount—VistaVision

KATHARINE HEPBURN is a popular and talented actress with a long list of pictures to her credit that have both racked up exceptional figures at the box office and won her critical acclaim. But it seems doubtful right now that she has ever been as successful in either category as she ought to be when "The Rainmaker" comes out.

On the talent side, she is already being widely mentioned as a nominee for this year's Academy Award. As for the box office—well just wait till the first grosses on this Paramount release start rolling in!

For "The Rainmaker" happens to be one of those rare pictures about which everything seems just right. It has a solid and entertaining story (based on a Broadway play). It has been cast with inspiration in every role from that of Miss Hepburn's co-star—the box office worthy Burt Lancaster—down to the bit part of sheriff by Wallace Ford. It has been given a handsome production in Technicolor and VistaVision by the

(*Continued on page 2*)

Colonel Hess Attends 'Battle' Preview Here

Colonel Dean E. Hess, upon whose experiences as a clergyman-turned-pilot the Universal-International film, "Battle Hymn," is based, headed the list of dignitaries attending an invitational press preview of the picture at the RKO 86th Street Theatre here last night.

In the audience were more than 2,500 exhibitor leaders, U. S. Air Force officials, members of the Korean Mission to the United Nations, entertainment industry personalities and national magazine, fan magaine, TV,

(*Continued on page 4*)

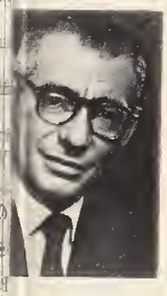
lius Gordon

ees Orderly elease Plan usiness Key

lied Official Also Cites ed to 'Create New Stars'

By LESTER DINOFF

llied States Association will urge ducers and distributors to "create stars of today" and to release top pictures in an orderly release pattern as a means of offsetting the recent decline in theatre business, according to Julius M. Gordon, secretary of the national exhibitor organization, and head of the Jefferson Amusement



ius M. Gordon

of Beaumont, Tex.

Gordon, in an interview here yes-

(*Continued on page 7*)

rcuits Approve Plan r 'Oscar Sweepstakes'

number of theatre circuits have t telegrams to the advertising and olicity directors committee of the tion Picture Association of Amer- indicating willingness to go ng with the "Oscar Sweepstakes" test proposal for next year, acding to an MPAA official.

his was disclosed yesterday during eeting of the advertising-publicity up's merchandising and promotion mittee, headed by Alfred Tama- which finalized contest plans.

Tamarin will leave here today for llywood to meet with the West

(*Continued on page 4*)

Television Today Page 4

PERSONAL MENTION

WILLIAM OSBORNE, Allied Artists International manager in charge of the Near and Far East, will arrive in New York today from France aboard the "Liberte."

•

GILBERT GOLDEN, Warner Brothers advertising manager, has arrived in Miami from New York.

•

C. GLENN NORRIS, 20th Century-Fox Central-Canadian division manager, is in Denver today from New York.

•

STEVEN PALLOS, British producer, has returned to London from New York.

•

ARTHUR GREENBLATT, Allied Artists home office sales executive, has returned to New York following a tour of the company's Southern exchanges.

•

HARRY BELAFONTE left here yesterday for London via B.O.A.C.

•

OSCAR S. NEU, president of Neumade Products Corp., is convalescing at his home in Crestwood, N. Y., following surgery.

B'nai B'rith to Sponsor Hospital Holiday Show

Cinema Lodge of B'Nai B'rith will sponsor, with the cooperation of the American Guild of Variety Artists, a special Christmas show for the patients of the Will Rogers Memorial Hospital to be presented at the hospital, Dec. 18, it was announced by Robert K. Shapiro, president of Cinema Lodge.

Heath Signs Basehart

HOLLYWOOD, Dec. 11—Richard Basehart has been signed by Heath Productions, Richard Widmark's independent company, to co-star in the film version of "Time Limit," Broadway stage play purchased from the Theatre Guild by Widmark for $100,000.

Heath's initial production, for United Artists release, starts March 15, with Karl Malden directing, and William Reynolds, former 20th Century-Fox film editor, producing.

'Life' Ups Wakefield

Earle Wakefield of "Life" has been made assistant New York manager of the advertising department. He will continue to be in charge of "Life's" motion picture advertising here and in Hollywood.

The Rainmaker

(CONTINUED FROM PAGE 1)

experienced Hal Wallis and directed with polish by Joseph Anthony, a stage director doing his first film. It has humor in great abundance. It also has heart.

But most of all it has Miss Hepburn giving the performance of her career as the lonely and frustrated spinster into whose life love comes and works a change. She is living a bleak and routine existence as the only female on a small ranch in the southwest run by her father and two brothers who have begun to despair of marrying her off. Then suddenly she acquires two suitors: One, the local sheriff's deputy; the other, a wandering wastrel currently pretending to be a "rainmaker" capable of producing the deluge that is needed to relieve a drought in the area. It is the latter who gives the heroine the confidence in herself as a worthy individual which she badly needs. In the end, however, she makes the sensible decision and chooses security with the deputy.

If someone wanted to be captious about it, he could say that this is the kind of "ugly duckling" role that Miss Hepburn, along with many other actresses, has depicted several times before. But merely to say that would be to ignore the originality that has gone into the writing of this version of it and the insight and versatility that the actress brings to the playing of it. She makes one scene, for instance, in which she parodies a coquette, a hilarious thing to watch. And her more serious moments—particularly the scene in which the "rainmaker" convinces her she is "beautiful" in his eyes—have a pathos that is genuine and moving indeed.

Lancaster is surprisingly well suited to the role of the rambunctious "rainmaker," who is a charmer in spite of the fact that he is a fraud on the run from the police. Much of the humor in the picture derives from his frenzied activities to produce rain. He has the heroine's father, as stoutly played by Cameron Prud'Homme, painting a long white arrow in the yard. And he has the younger son, whom Earl Holliman amusingly plays, beating on a bass drum. (Both activities are funnier to watch than they sound.) In a sub-plot Holliman has a romance of his own with a blonde vixen played with spirit by Yvonne Lime. And as the deputy whom Miss Hepburn selects for a husband, Wendell Corey is most satisfying, too.

N. Richard Nash has done an excellent job in transferring his own play to the medium of the screen, and the photography by Charles Lang is first-rate. Special mention should also be made of the musical score of Alex North.

In short, "The Rainmaker" is a pleasure on all counts.
Running time, 121 minutes. General classification. For February release.

RICHARD GERTNER

Reduce Boston Theatre Sunday License Fees

Special to THE DAILY

BOSTON, Dec. 11.—An ordinance passed by the Boston City Council and signed by Mayor John B. Hynes reduces the Sunday license fee for theatres here, effective Jan. 1, 1957. Instead of the former $10 weekly fee, the new rate is $100 annually.

There is no change in the weekday theatre license fee which remains at $100 annually.

Conn. Showman Dead

HARTFORD, Dec. 11—Allen C. Morrison, veteran Hartford theatre-owner, is dead at Palm Beach, Fla. Morrison formerly owned the Majestic (now the E. M. Loew's) and Princess Theatres, Hartford.

Morgan to Paramount National Group Sales

In what is believed to be the initial move toward absorbing the short subjects sales department into the general sales department at Paramount Pictures, Oscar A. Morgan, manager of short subject sales, has been appointed manager of national group sales, it was reported yesterday by a Paramount official.

Although the integration of departments is not yet "official," it is understood that some changes will be undertaken this week. Morgan is currently in charge of group sales for "The Ten Commandments." He will handle similar future "super-spectaculars" in the same manner in his new appointment, and will be responsible for promoting national group sales to organizations and parties, it was announced.

Cohn Funera

(*Continued from page* 1)

pioneered, and his good work charitable causes.

Ferdinand Pecora, former New State Supreme Court Justice, eulo Cohn, also speaking of his grea fection for his family and the i try and his good works, citing founding of the Motion Pi Pioneers as evidence of his affe for his contemporaries in a h competitive business, and of the I dation of M. P. Pioneers as an exa of his abiding interest and concer those less fortunate than himself.

Cohn died unexpectedly last S day of a pulmonary embolism fo ing minor surgery. He had pre at the annual dinner of the Pio in the Waldorf-Astoria Hotel here a few days earlier.

Honorary pallbearers at the ser yesterday were: Barney Balaba M. Blancke, S. H. Fabian, Wi German, Leonard Goldenson, Maximilian Goldstein, Max Go Eric Johnston, Otto Koegel, J McConville, A. Montague, M Quigley, Herman Robbins, Sam en, A. Schneider, Nicholas Sch Charles Schwartz, Mendel Silber Spyros Skouras, A. B. Sonnal Nate Spingold and Donald S. Str

Company Offices Close

Columbia offices around the closed yesterday at the hour of funeral and remained closed th mainder of the day.

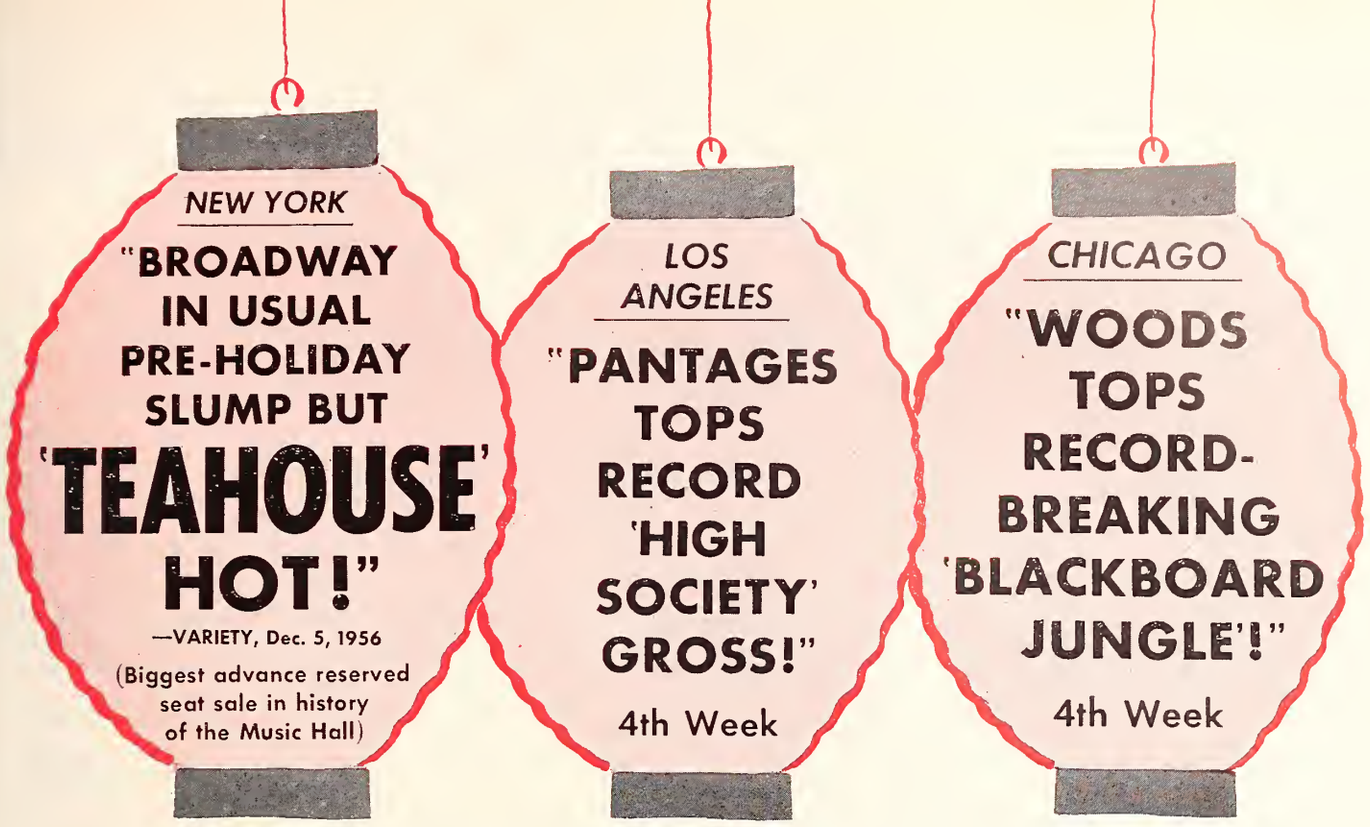
The board of directors of the tion Picture Association at a me yesterday adopted a formal resol expressing the sorrow of membe Cohn's passing and citing the found esteem and admiration in w he was held by the motion pi industry."

Roger Lewis Returns

Roger H. Lewis, United Artist tional director of advertising, pub and exploitation, returns to New today from Detroit, where he he regional field meeting to di UA's 1957 promotion program.

Showplace of the Eas
FOR YOUR SCREENING
• Three Channel interlock projectio
• 16, 17½ & 35 mm tape interlock
• 16 mm interlock projection
CUTTING & STORAGE ROOM
MOVIELAB
619 W. 54th St., New York
JUdson 6-0367

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. S Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. We Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams nup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, days and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." M Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture He Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a pa Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the a March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.



FIRST 3 DATES OF "TEAHOUSE" TERRIFIC!

The Most Publicized Picture!

LIFE—Two great breaks! Two full pages of Kyo in close-up department. Previously full page of Brando as Sakini.

LOOK—Ed Sullivan cover and feature in Japan. Photo of Brando and Glenn Ford, plus announcement of TEA-HOUSE on Sullivan's TV show.

WOMAN'S HOME COMPANION—Four great breaks! Eddie Albert and Family. Color shot in "round-up of pictures." Color pictures of Kyo as geisha girl for January. 4 full pages of Kyo in January.

AMERICAN WEEKLY— Two great breaks! Zolotow series on Brando starts January 6th. Already published Glenn Ford article.

THIS WEEK—Four great breaks. First article included mention of film. Second article included still of Brando as Sakini. Third article included Kyo and mention of film. Fourth article, Berg's visit to Japan, featuring Brando.

PARADE—Feature including still of Brando as Sakini with credit.

GOOD HOUSEKEEPING—Ruth Harbert review in January issue.

COLLIER'S—Brando Japan photos in December 21st issue.

TIME—Two great breaks. Still of Brando as Sakini with credit. And current issue excellent review with photo.

CORONET—"Movie of Month" for January with profile of Glenn Ford.

COSMOPOLITAN—Two great breaks! "Outstanding picture of Month." Also, in round-up of movie reviews in January.

HOLIDAY—Kurnitz glowing review with art.

CHARM—Review and stills set for January issue.

SEVENTEEN—Picture of the Month with art.

GLAMOUR—Two great breaks! Glenn Ford in Japan and previously a preview with art.

PARENTS'—Two great breaks! Awarded Film Family Medal; two-column spread with scene stills in Movie Guide. Following issue, Director Daniel Mann article.

ARGOSY—Movie of Month "Heartily recommended" in review.

N. Y. TIMES MAGAZINE—Layout of movies "based on Broadway plays" including half-page photo of scene from film.

PAGEANT—Four-page spread on Machiko Kyo with credit.

PLUS HIGH POWERED AD AND PROMOTION CAMPAIGN!

Special footage and great plug on Ed Sullivan show!

M-G-M presents in CinemaScope and METROCOLOR

MARLON BRANDO · GLENN FORD · MACHIKO KYO

In

"THE TEAHOUSE OF THE AUGUST MOON"

Co-starring

EDDIE ALBERT

with

PAUL FORD · JUN NEGAMI · NIJIKO KIYOKAWA

MITSUKO SAWAMURA · Screen Play by JOHN PATRICK

Based on a Book by VERN J. SNEIDER · And the Play by JOHN PATRICK

Directed by DANIEL MANN · Produced by JACK CUMMINGS

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)

REVIEW:

Bundle of Joy

RKO Radio

THIS DELIGHTFUL comedy with music, a Technicolor remake of "Bachelor Mother," brings to the screens of the world an unassuming, shy young man who makes up in heart, sincerity and a fine singing voice what he lacks in acting finesse—namely, Eddie Fisher. Eddie's unassertive charm is the sort that develops itself as a film progresses. He is the latest in a screen aristocracy of golden voices of whom Bing Crosby was the first of the line. And Eddie's myriad of fans, who took him to their hearts via his records and TV appearances, will hail his screen advent with understandable, and thoroughly warranted, enthusiasm.

And the news is doubly joyous when the co-star on hand is Eddie's charming and talented actress wife, Debbie Reynolds, who is tops in the fan polls, and who recently presented her guy with a real-life bundle of joy, after a much-publicized romance and marriage followed by millions of the younger set. Exhibitors know from past experience what that spells out in box office parlance.

Nor do the young folk, loaded with talent as they are, find themselves let down by their story, as is sometimes the case. On the contrary, they are surrounded by an able supporting cast slickly acting out a winning, deftly-paced little tale of a department store salesgirl who finds herself stuck with a baby she has discovered on the steps of a foundling home, and of whom everyone insists she is the mother. Eddie plays the son of the department store owner, Adolphe Menjou.

Through a series of riotous wrong steers, his father, Debbie's landlady, Una Merkel, and the staff of the store get the idea that Eddie is the baby's father. This leads to such complications as Debbie getting fired and rehired, Eddie alternating between chagrined frustration and a dawning romantic feeling for Debbie, and Menjou's frenetic efforts to discover if he is a grandfather or not. Noonan, an unwelcome suitor of Debbie's, spices up the proceedings with his special brand of fun-making, and finally everything is smoothed out with Eddie, Debbie and their bundle of joy happily singing their blues away.

Norman Taurog, an old hand at this sort of thing, has directed for first-rate results, the production mounting of Edmund Grainger is solid and handsome as to decor and general effects, and the expert miming of veteran trouper Menjou, Noonan, Miss Merkel, Melville Cooper, Bill Goodwin and others put frosting on the cake. And as the story is laid at Christmas and New Year's, nothing could be more appropriate for launching and exploitation during the holiday period.

Hugo Winterhalter has done some topnotch musical arrangements of the songs written by Josef Myrow and Mack Gordon. These include: "All About Love," "Some Day Soon," the title number, "I Never Felt This Way Before," all sung by Eddie; and "Worry About Tomorrow," "Lullaby in Blue," and "You're Perfect in Every Department" in which Eddie's golden voice blends with Debbie's.

Nick Castle, ace choreographer, has created some fancy musical numbers and dances, in which the kids shine also, and the screenplay, originally written by Norman Krasna, has been revamped to good effect by Krasna, Robert Carson, and Arthur Sheekman from a story by Felix Jackson. RKO has a real bundle of boxoffice joy here.

Running time, 98 minutes. General classification. For January release.

LAWRENCE J. QUIRK

'Oscar Sweepstakes'

(*Continued from page* 1)

Coast studio advertising - publicity heads, and some studio heads, on the "Oscar Sweepstakes." On Friday evening, he will meet with the Academy to seek their approval of staging the "Oscar Sweepstakes."

AVAILABLE IMMEDIATELY

MOTION PICTURE SERVICE ENGINEER

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'Battle' Previewed

(*Continued from page* 1)

radio and newspaper representatives.

Among the industry leaders at the preview were Leo Brecher, Max A. Cohen, Russell Downing, S. Charles Einfeld, S. H. Fabian, E. L. Fabian, Emanuel Frisch, William J. German, Leonard H. Goldenson, Edward L. Hyman, Harry Kalmine, Paul Lazarus, Charles B. Moss, Louis Nizer, Clem Perry, Eugene Picker, Jerome Pickman, Walter Reade, Jr., Samuel Rinzler, Harold Rinzler, Samuel Rosen, E. H. Rowley, J. Myer Schine, Sol A. Schwartz, Joseph M. Seider, Gerald J. Shea, Spyros Skouras, Jr., Robert Taplinger and others.

Television Today

'Hoopla' for 1st MGM Film in Minneapolis

By VINCENT CANBY

Minneapolis last week was the scene of one of the most concentrated as well as most elaborate motion picture promotion campaigns in history, comprising all the old standbys plus a few new gimmicks — radio and television ads, plugs on television shows, newspaper ads and feature stories, girl stunts, and personal appearances by starlets, Betty Furness and Leo the Lion. For five days, sound track trucks roamed downtown streets, press luncheons were held and pretty girls smiled for photographers. The object of all this promotion was the television premiere Saturday night on KMGM-TV, Minneapolis, of the first feature from the M-G-M film library. As Will Jones, Minneapolis Sunday *Tribune* columnist, noted earlier: "When the first old M-G-M movie goes on television next week, it will be sent off with more hoopla than any M-G-M theatre movie of recent years."

Hoopla, obviously, still pays off. Even granting the vast difference in circumstances between selling a theatre film and a free TV film, the results were impressive. The premiere presentation, the 15-year-old "Ho Tonk," starring Clark Gable and I Turner, captured 48.8 per cent of area's total TV audience, against per cent for George Gobel, Hit rade and news; 16.9 per cent for C smoke, Sheriff of Cochise and G Ole Opry; and 7.2 per cent for kerade, Unexpected, Football and NTA Theatre. The Sunday presentation, "Above Suspicion," an equally impressive showing ag equally impressive opposition.

Triangle Buys Warne Library From AAP

The Triangle Publishing Co. has quired the Warner Bros. film lib from Associated Artists Production $4,000,000 to be paid over a 10- period in cash and in part percen of gross time sales to advertiser was reported yesterday.

The Triangle stations, WFIL- Philadelphia; WNHC-TV, New H en; WFGB-TV, Altoona, and WN TV, Binghamton, have guaranteed der the contract that the pre-1 library would be scheduled for exhibition in "prime" time begin in January.

One Man's TViews

By Pinky Herman

PRESIDENT Eisenhower's inaugural ceremonies in Washington, D Monday, Jan. 21, will be ABCovered on radio and TV from 11 A.M. to 3:00 P.M. by John Daly and a corps of 15 newscasters. Net also broadcast (11:00 P.M. to midnight) the several inaugural b which will highlight the Capitol's evening. . . . The Veterans Hosp Radio Guild, a state-chartered, national non-profit volunteer organ tion, dedicated to assist the National Veterans Administration in its l range therapeutic rehabilitation program for hospitalized servicem has launched its annual drive to raise funds to expand its coverage include every one of the country's 174 VA hospitals. The VHRG cludes among its many members more than 350 individuals in theatrical field with Alex Kramer, a member of the ASCAP board directors, president; actors Mike Enserro and Bill Jackson, veeps, wh other officers of this noble enterprise include Walter Bishop, v.p. of S (Songwriters Protective Assn.); Syd Eiges, NBC; Roger Pryor, Fo Cone & Belding; Russell Patterson; Paul Cunningham, president ASCAP; Carl Haverlin, president BMI; Jack L. Van Volkenburg, p ident CBS-TV; Ernest L. Jahncke, Jr. v.p. ABC; Jean Tigue Lel president emeritus and founder. Contributions to enable this pub spirited group to not only maintain but to increase their facilities sho be sent to Veterans Hospital Radio Guild, 353 W. 57th St., N.Y.C.

☆ ☆ ☆

We should like to add our words of praise to the many other sim accolades for Jackie Gleason who devoted his entire CBSatur program to a fine tribute to the late Tommy Dorsey. In the presentat of T.D.'s associates, friends and admirers, both in New York and Hollywood, Gleason reviewed the highlights and accomplishments the orchestra leader's career with dignity, restraint and sincere warm all of which resulted in a never-to-be-forgotten eulogy for a great mu cian, accomplished showman and discoverer of numerous and talen youngsters who today rank high in Show Business.

ala Press Bow for U. I.'s "Battle Hymn"

MORE than 2,500 exhibitor leaders, national magazine, fan magazine, television, radio, newspaper and trade press representatives as well as entertainment industry personalities and U. S. Air Force officials were on hand at the RKO 86th Street Theatre in New York last night for the invitational press preview of Universal-International's "Battle Hymn" in CinemaScope and Technicolor and one of the Company's most important pictures to be released during 1957. Heading the list of those attending was Colonel Dean E. Hess, whose dramatic and inspiring story as a clergyman turned fighter pilot is told in "Battle Hymn," which is to receive the full promotional support of the U. S. Air Force in the manner of U-I's previously successful and record-breaking "To Hell and Back" and "The Glenn Miller Story." The picture is scheduled to have its World Premiere in Marietta, Ohio, birthplace of Col. Hess, on February 14.

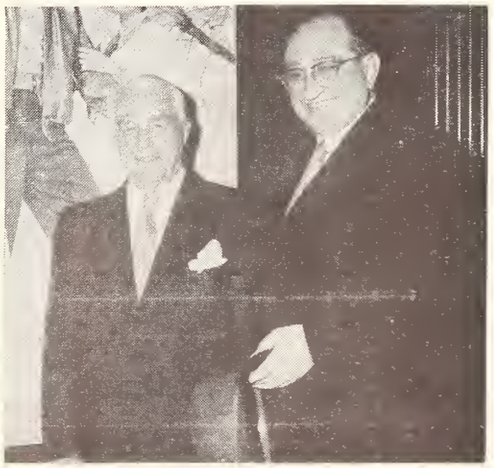
Part of the crowd that lined the sidewalks to see the arriving celebrities and press representatives.

A. McCARTHY, assistant general sales manager of Universal; ssador Y. C. Yang of the Korean Mission to U. S., Col. Dean nd Ambassador Ben C. Limb of the Korean Mission to the U.N.

Eugene Picker, vice-president of Loew's Theatres, with Mrs. Picker (right) and daughter-in-law, Mrs. David Picker.

J. O'Connor, Universal vice-president, O'Connor and Budd Rogers, Universal member.

Matty Polon, RKO Theatres executive, and Joseph Rosen, Universal's New York branch manager.



Emanuel Frisch, Randforce theatres executive, and F. J. A. McCarthy.

(Advt.)

Full Text of the Revised Production Cod

FOREWORD:

Motion picture producers recognize the high trust and confidence which have been placed in them by the people of the world and which have made motion pictures a universal form of entertainment.

They recognize their responsibility to the public because of this trust and because entertainment and art are important influences in the life of a nation.

Hence, though regarding motion pictures primarily as entertainment without any explicit purpose of teaching or propaganda, they know that the motion picture within its own field of entertainment may be directly responsible for spiritual or moral progress, for higher types of social life, and for much correct thinking.

On their part, they ask from the public and from public leaders a sympathetic understanding of the problems inherent in motion picture production and a spirit of cooperation that will allow the opportunity necessary to bring the motion picture to a still higher level of wholesome entertainment for all concerned.

GENERAL PRINCIPLES:

1. No picture shall be produced which will lower the moral standards of those who see it. Hence the sympathy of the audience shall never be thrown to the side of crime, wrong-doing, evil or sin.

2. Correct standards of life, subject only to the requirements of drama and entertainment, shall be presented.

3. Law — divine, natural or human — shall not be ridiculed, nor shall sympathy be created for its violation.

PARTICULAR APPLICATIONS:

I. CRIME:

1. Crime shall never be presented in such a way as to throw sympathy with the crime as against law and justice, or to inspire others with a desire for imitation.

2. Methods of crime shall not be explicitly presented or detailed in a manner calculated to glamorize crime or inspire imitation.

3. Action showing the taking of human life is to be held to the minimum. Its frequent presentation tends to lessen regard for the sacredness of life.

4. Suicide, as a solution of problems occurring in the development of screen drama, is to be discouraged unless absolutely necessary for the development of the plot, and shall never be justified, or glorified, or used specifically to defeat the ends of justice.

5. Excessive flaunting of weapons by criminals shall not be permitted.

6. There shall be no scenes of law-enforcing officers dying at the hands of criminals, unless such scenes are absolutely necessary to the plot.

7. Pictures dealing with criminal activities in which minors participate, or to which minors are related, shall not be approved if they tend to incite demoralizing imitation on the part of youth.

8. Murder:

(a) The technique of murder must not be presented in a way that will inspire imitation.

(b) Brutal killings are not to be presented in detail.

(c) Revenge in modern times shall not be justified.

(d) Mercy killing shall never be made to seem right or permissible.

9. Drug addiction or the illicit traffic in addiction-producing drugs shall not be shown if the portrayal:

(a) Tends in any manner to encourage, stimulate or justify the use of such drugs; or

(b) Stresses, visually or by dialogue, their temporarily attractive effects; or

(c) Suggests that the drug habit may be quickly or easily broken; or

(d) Shows details of drug procurement or of the taking of drugs in any manner; or

(e) Emphasizes the profits of the drug traffic; or

(f) Involves children who are shown knowingly to use or traffic in drugs.

10. Stories on the kidnapping or illegal abduction of children are acceptable under the Code only (1) when the subject is handled with restraint and discretion and avoids details, gruesomeness and undue horror, and (2) the child is returned unharmed.

II. BRUTALITY:

Excessive and inhumane acts of cruelty and brutality shall not be presented. This includes all detailed and protracted presentation of physical violence, torture and abuse.

III. SEX:

The sanctity of the institution of marriage and the home shall be upheld. No film shall infer that casual or promiscuous sex relationships are the accepted or common thing.

1. Adultery and illicit sex, sometimes necessary plot material, shall not be explicitly treated, nor shall they be justified or made to seem right and permissible.

2. Scenes of passion:

(a) These should not be introduced except where they are definitely essential to the plot.

(b) Lustful and open-mouth kissing, lustful embraces, suggestive posture and gestures are not to be shown.

(c) In general, passion should be treated in such manner as not to stimulate the baser emotions.

3. Seduction or rape:

(a) These should never be more than suggested, and then only when essential to the plot. They should never be shown explicitly.

(b) They are never acceptable subject matter for comedy.

(c) They should never be made t seem right and permissible.

4. The subject of abortion shall be di couraged, shall never be more than su gested, and when referred to shall be co demned. It must never be treated lightl or made the subject of comedy. Abortio shall never be shown explicitly or by in ference, and a story must not indicate tha an abortion has been performed. The wor "abortion" shall not be used.

5. The methods and techniques of pro titution and white slavery shall never b presented in detail, nor shall the subject be presented unless shown in contrast t right standards of behavior. Brothels i any clear identification as such may no be shown.

6. Sex perversion or any inference o it is forbidden.

7. Sex hygiene and venereal disease are not acceptable subject matter for the atrical motion pictures.

8. Children's sex organs are never to b exposed. This provision shall not apply t infants.

IV. VULGARITY:

Vulgar expressions and double mean ings having the same effect are forbidden This shall include but not be limited t such words and expressions as chippie fairy, goose, nuts, pansy, S.O.B., son-of-a The treatment of low, disgusting, unpleas ant, though not necessarily evil, subject should be guided always by the dictate of good taste and a proper regard for th sensibilities of the audience.

V. OBSCENITY:

1. Dances suggesting or representin sexual actions or emphasizing indecen movements are to be regarded as obscen

2. Obscenity in words, gesture, refer ence, song, joke or by suggestion, eve when likely to be understood by only par of the audience, is forbidden.

VI. BLASPHEMY AND PROFANITY:

1. Blasphemy is forbidden. Reference to the Deity, God, Lord, Jesus, Chris shall not be irreverent.

2. Profanity is forbidden. The word "hell" and "damn," while sometimes dra matically valid, will if used without mod eration be considered offensive by man members of the audience. Their use shal be governed by the discretion and pruden advice of the Code Administration.

VII. COSTUMES:

1. Complete nudity, in fact or in sil houette, is never permitted, nor shal there be any licentious notice by char acters in the film of suggested nudity.

2. Indecent or undue exposure is for bidden.

(a) The foregoing shall not be inter preted to exclude actual scenes photo graphed in a foreign land of the native

(*Continued on page 7*)

AA Hears Report on hange Labor Agreement

report on forthcoming labor tiations concerning a new ement covering exchange work- was presented to the board of tors of the Motion Picture Asso- on of America which met here rday, it was reported.

he MPAA board was apprised of labor situation around the na-

ode Approval

(*Continued from page 1*)

ed as entertainment screen mate- but now permissive under well ed specifications are the fol- g: mercy killings; drug addic- and traffic in habit-forming s; kidnapping of children; abor- nudity in infants; miscegenation, surgical operations, including birth.

addition, the changes tighten up former code provisions by en- g on their injunctions and by ituting more explicit language was used previously. In this ory is an addition to the sec- on National Feelings enjoining ucers from employing anything eir pictures which tends to in- bigotry or hatred among peo- of differing races, religions or nal origins."

Some Provisions Tightened

ovisions which have been tight- up by new or more specific age include those on depictions urder, brutality, sexual promis- , adultery and illicit sex, "open- h kissing," seduction and rape, itution and white slavery, vul- , blasphemy and profanity, de- on of religious personages even seurs.

e board took no action at its ing yesterday on proposed ges in the administration of the which would have altered ap- procedure and would have added representatives of exhibition and independent production to the present appeals body consisting of members of the board of MPAA. Eric Johnston, Association president, told a press conference at which the code changes were announced, that the administrative changes will continue "under advisement."

He said this is but one of several revisions of the code since its adoption in 1930 and that, even though it is the "most sweeping" of them, the result still is "not the ultimate code."

"It has been brought up to date," Johnston said, "as to language and arrangement. But it remains a living document and will be subject to changes in the future." He added, however, that "is everything the MPAA had in mind at this time, except for administrative changes." He said that all industry elements participated in the changes, both in Hollywood and New York.

The committee which drafted the revised code consisted of Barney Balaban, chairman; Daniel T. O'Shea, A. Schneider and Johnston. Its subcommittee members were Robert J. Rubin, Paul Quinn, Ray Bell, Kenneth Clark and Sidney Schreiber.

Code Basis Same: Johnston

(*Continued from page 1*)

visions that deal with policy matters.

"As the Code's basic principles are unchanging the revisions relate to policy matters only.

"Policy provisions have been revised from time to time, but this is the first time since the Code was adopted in 1930 that a comprehensive survey has been undertaken by the board.

"The revisions follow these main lines:

"(1) Provisions of the Code have been made simpler and more precise;

"(2) Provisions of the Code have been rearranged into more logical order;

"(3) Certain provisions have been strengthened;

"(4) Certain new provisions have been added to deal with treatment of subjects not previously covered; and

"(5) Certain subjects, now prohibited, are made permissive under conditions which assure restrained and careful treatment.

"A few years ago I made the observation that the Production Code was intended to be—and has been—a flexible, living document—not a dead hand laid on artistic and creative endeavor.

"The revisions, I think, bear out and justify this statement and demonstrate once more our faith in and adherence to the voluntary system of self-regulation in the industry."

Johnston said the Code committee had spent many weeks in study and deliberation before reporting to the board. Martin Quigley, who drew up the original Code document in 1930, acted as a consultant to the committee on revisions.

'Rainmaker' Bows at Astor Here Tonight

The world premiere of Hal Wallis' production for Paramount, "The Rainmaker," will take place at 8:00 P.M. this evening at the Astor Theatre.

Barney Balaban, president of Paramount, will head the list of industry notables to attend the opening, including Leonard Goldenson, Arthur Krim, Daniel O'Shea, Milton Rackmil, Spyros P. Skouras, Mike Todd, Joseph Vogel, producer Wallis and N. Richard Nash author of the screenplay.

Guy Biondi in New Post

Guy Biondi, motion picture publicist, has been named special promotion representative for United Artists' "Around the World in 80 Days" handling the roadshow engagements of the Todd-AO production. Biondi formerly was a member of the Universal publicity department. He will act as liaison between the UA exploitation department, the Todd-AO organization and the UA field men.

Release Plan

(*Continued from page 1*)

terday prior to returning to his home, said that "business in my territory and theatres has been way off compared to last year because the 'big' pictures aren't available and the films we do buy don't hold up at the box office."

Allied has been and will continue to urge the companies to stop holding back 'big' films and to release the product available in regular, orderly manner, so that there will be no feast or famine periods, no hills and valleys in business periods," he added.

Gordon also said that Allied is highly concerned about the slow, and sometimes lack, of development by the producers of "new faces."

He said he personally feels that new talents could be developed by the individual studios "who should return to the days when they had stables of performers. When a studio had a large number of contract players on call for its own film productions, more films were available to theatres and a definite number of these talents received enough work to become 'stars' and box office names."

Exhibitors Eager

(*Continued from page 1*)

day told the press that exhibitors he has visited are as keenly devoted to perfecting picture presentation as Hollywood is to perfecting its product.

Introduced to the press by Research Council director William F. Kelley, Wingo reported informally on preliminary theatre inspections made in New York, New Jersey and Northern California. Exhibitors, he said, display plainly in their enthusiasm for the Research Council information and advice proferred their basic faith in film theatre's future.

Wingo, who will spend eight months annually in the field, and four months at council headquarters here, leaves on his next tour, probably through the Southwest, in January.

Code, as Revised

(*Continued from page 6*)

of that land, showing native life, provided:

(1) Such scenes are included in a documentary film or travelogue depicting exclusively such land, its customs and civilization; and

(2) Such scenes are not in themselves intrinsically objectionable.

III. RELIGION:

1. No film or episode shall throw ridicule on any religious faith.

2. Ministers of religion, or persons posing as such, shall not be portrayed as comic characters or as villains so as to cast disrespect on religion.

3. Ceremonies of any definite religion shall be carefully and respectfully handled.

IX. SPECIAL SUBJECTS:

The following subjects must be treated with discretion, restraint and within the careful limits of good taste:

1. Bedroom scenes.
2. Hangings and electrocutions.
3. Liquor and drinking.
4. Surgical operations and childbirth.
5. Third degree methods.

X. NATIONAL FEELINGS:

1. The use of the flag shall be consistently respectful.

2. The history, institutions, prominent people and citizenry of all nations shall be represented fairly.

3. No picture shall be produced that tends to incite bigotry or hatred among peoples of differing races, religious or national origins. The use of such offensive words as Chink, Dago, Frog, Greaser, Hunkie, Kike, Nigger, Spig, Wop, Yid, should be avoided.

XI. TITLES:

The following titles shall not be used:

1. Titles which are salacious, indecent, obscene, profane or vulgar.

2. Titles which violate any other clause of this Code.

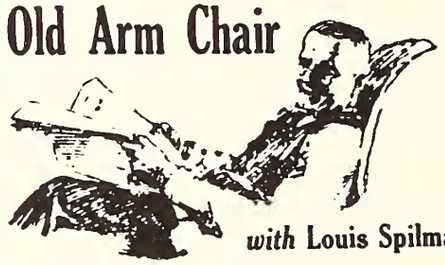
XII. CRUELTY TO ANIMALS:

In the production of motion pictures involving animals the producer shall consult with the authorized representative of the American Humane Association, and invite him to be present during the staging of such animal action. There shall be no use of any contrivance or apparatus for tripping or otherwise treating animals in any unacceptably harsh manner.

READING TIME 1½ MINUTES

We sincerely believe that this editorial from the Waynesboro News-Virginian is of vital interest to every person in the industry - particularly exhibitors.

the Old Arm Chair



with Louis Spilman

Whatever criticism we may have had in the past several years about motion pictures is dispelled in one fell swoop by the Allied Artists' production, "*Friendly Persuasion*" that began a week's engagement at the Wayne Theatre. This is a fine, clean comedy-drama, replete with gentle humor, high comedy, drama, romance and spurts of exciting action. In nearly a quarter of a century of "Arm Chair" comment we have recommended less than half-a-dozen pictures. But we go overboard to commend "*Friendly Persuasion.*"

Those of us who have grown understandably weary of the grotesque wriggling of ------- ------ and the sordid studies of mental twists and psychoses offered in so many modern films, find "*Friendly Persuasion*" a gentle breeze . . . a refreshing zephyr. Motion pictures should primarily provide entertainment and leave the viewer feeling uplifted and inspired. "*Friendly Persuasion*" does that . . . and more. From start to finish it is worth seeing.

"*Friendly Persuasion*" has brought a brighter era to the screen. It might be considered as a quick cure for whatever ails you. It has honesty and humor, charm and chuckles, good old faces and bright new ones. The most jaded of the metropolitan critics acclaim the picture and the most unsophisticated of us in the hinterlands do likewise. It's just such a picture that will revive your spirits, renew your enthusiasm and relegate whatever virus you may have to a negligible place in the scheme of things.

Some afternoon . . . some evening . . . during the seven days that "*Friendly Persuasion*" will be at the Wayne, you should set aside the time to see the picture . . . and take your whole family with you, because it's that kind of entertainment. Better count on going the first two or three days because it is conceivable you may want to see it twice! We've been crying for better pictures. Well, here is one in answer to those cries. If we demonstrate a willingness to *support* better pictures, the chances are we'll get *more.*

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

80, NO. 113 NEW YORK, U.S.A., THURSDAY, DECEMBER 13, 1956 TEN CENTS

'thusiastic'

usiness Plan ins Support f Exhibitors

ld Combine Proposals MPAA, COMPO, TOA

posals to combine the business- ng plan adopted by the Council otion Picture Organizations and heatre Owners of America with rogram advanced by the MPAA tising and publicity directors ittee of the Motion Picture As- ion received "enthusiastic ap- l" yesterday at a meeting of ex- r leaders and the MPAA ad-pub ers at the Harvard Club here. It posed that the combined plan nducted under the sponsorship MPO.

the first step in the combined am detailed plans will be made diately to hold a series of re- l meetings at which opinion-

(*Continued on page 2*)

s Industry Losing Feminine Audience

e motion picture industry is los- he women's audience and must ntrate on attracting teen-agers gh films presenting fresh faces with established stars, accord- o George Schaefer, Russ-Field representative, who is here con- g with United Artists this week ational distribution plans for King and Four Queens."

eaking at a trade press luncheon,

(*Continued on page 6*)

ny Notables Attend ening of 'Rainmaker'

e Hal Wallis-Paramount produc- "The Rainmaker," held its pre- last night at the Astor Theatre roadway, drawing many notables e industry and other fields.

group of top Paramount execu- headed by company president ey Balaban, included Charles berg, Sidney Deneau, Russell

(*Continued on page 2*)

U.S. Firms Can't Deduct German 'Turnover' Tax

From THE DAILY Bureau

WASHINGTON, Dec. 12 — The Internal Revenue Service has ruled that U.S. companies can not take a credit against their U.S. income tax bill for the German "turnover" tax.

Film companies are among those subject to the "turnover" levy. U.S. companies can usually reduce their U.S. tax bills by taking as a credit the payment of certain foreign taxes, and the service ruling is that the German "turnover" tax is not one for which a credit can be claimed.

The Service has also finally issued regulations to implement the recent double taxation treaty with Italy. Under this treaty, retroactive to January 1, 1956, rentals U.S. companies earn in Italy are freed from Italian income tax.

UA Management Will Study Code Provisions

United Artists' management will sit down within the near future to study and discuss the revisions in the Motion Picture Production Code with an eye towards a possible re-affiliation with the Motion Picture Association of America, from which they resigned in Dec., 1955, according to Arthur B. Krim, UA president.

UA, even though a non-member of

(*Continued on page 2*)

NTA Income $225,619

A record net income of $225,619 for the three month period ended October 31, 1956, was reported yesterday at the annual stockholders meeting here of National Telefilm Associates, Inc. Addressing the stockholders, Ely A. Laudau, president of NTA, declared that the gross sales income from the recently acquired 20th Century-Fox motion pictures is estimated "between $50- and $60-million."

The income reported by NTA was equal to 35 cents per share for the first quarter of the current fiscal year. This was a 273 per cent increase over the 60,531 or 9 cents per share reported in the corresponding period of

(*Continued on page 6*)

Bash to Make New Bid For Yates' Rep. Stock

From THE DAILY Bureau

HOLLYWOOD, Dec. 12.—Independent producer John Bash, in association with a national securities firm, will shortly launch negotiations with Herbert J. Yates for the purchase of his controlling interests in Republic Pictures, it was disclosed here. The bid by Bash, a former Chicago industrialist, is the second one which he has submitted in recent years.

Bash said that his group offered

(*Continued on page 6*)

Internal Revenue Officials

See Producers Filing Protests in Tax Ruling on Corporate Set-Ups

By J. A. OTTEN

WASHINGTON, Dec. 12.—The Internal Revenue Service officials expect several protests to be filed by the Dec. 15 deadline against proposed new regulations boosting sharply the tax on certain corporate set-ups used by some stars and independent producers.

Internal Revenue officials said that so far no protest has been received, but that a large number of inquiries had been received and that they were sure formal protests would be filed by Saturday.

If protests are received, a public hearing must automatically be held, and the proposed new ruling may then be modified. Even if no protests are received, it would be several months before the ruling goes into effect. The regulations do not take effect until they are issued again as a formal Treasury ruling.

The corporations affected, designed to get around the steep individual income tax rates in the upper brackets, are ones dependent for their financing upon contracts specifying the personal services of a major stockholder in the corporation and of various supporting talent. This sort of "package" deal is

(*Continued on page 2*)

Duty Doubled

May Suspend Sending U. S. Films to India

Business in Far East Is 'Holding Well' Maas Finds

By LESTER DINOFF

The American film companies may suspend film shipments to India if that government persists in maintaining its extremely high duty on imported motion pictures, according to Irving A. Maas, vice-president of the Motion Picture Export Association, who returned last weekend from a three-month survey of industry conditions in the Far East.

Irving Maas

Maas reported that business for the American companies in the Far East has "been holding up very well" and in "some instances is ahead of last

(*Continued on page 6*)

Berlin Festival Not 'Official Competition'

The board of directors of the Motion Picture Export Association has moved to support the recommendations of the International Federation of Motion Picture Associations at this time in not recognizing the Berlin Film Festival as an official film competition, according to an MPEA official.

At their meeting here this week, the MPEA directors also accepted the recommendation of overseas representative Marc Spiegel to disregard

(*Continued on page 6*)

Television Today Page 6

PERSONAL MENTION

MILTON R. RACKMIL, president of Universal Pictures, will return to New York today from the Coast.

•

CHARLES BOASBERG, Paramount's supervisor of sales on "The Ten Commandments," has left New York for a tour of key cities in the South.

•

D. L. HULL, manager of the Star-Lite Drive-in Theatre, Plant City, Fla., has been named secretarial assistant of the East Hillsborough Chamber of Commerce.

•

SIEG HOROWITZ, film salesman most recently with Distributors Corp. of America, has joined the selling staff of Screen Guild, Philadelphia.

•

ARTHUR J. NEWMAN, formerly Republic Pictures manager in Albany, N. Y., has taken over the Astor Pictures franchise for the Albany and Buffalo districts.

•

GEORGE V. WARREN, manager of the Delray Drive-in Theatre, Delray Beach, Fla., is running as an independent for a two-year term on the city commission.

'Anastasia' Premiere To Aid Health Center

The Judson Health Center, which for 35 years has served over one million low-income families, with medical and welfare assistance, will be honored tonight at the world premiere of 20th Century-Fox's "Anastasia" in CinemaScope at the Roxy Theatre here. All proceeds from the opening will be turned over to the Center.

The premiere will also serve as a salute from the entertainment world to Ingrid Bergman, welcoming the actress back to the American screen after a seven-year absence. Miss Bergman stars with Yul Brynner and Helen Hayes in the Buddy Adler production.

A galaxy of entertainment world notables and prominent social and diplomatic figures will attend the festivities.

AMPA Offering Prize

A grand prize of having an entire room wallpapered by the Bailet Wallpaper Co. of Boston will be offered as part of the festivities at the Associated Motion Picture Advertisers' 40th annual Christmas party at the Picadilly Hotel here Dec. 18, it has been announced by the industry press club.

UA to Study Code Revision

(Continued from page 1)

the MPAA, has been actively taking part in all committee and board functions of the Association. Its national advertising, publicity and exploitation director is chairman of one of the MPAA's standing committees.

Krim said here yesterday that UA's officers would study the revisions in the Code. The advisability and feasability of rejoining the MPAA would also be considered ultimately, he said. Even though UA resigned from the MPAA, the company never resigned from Motion Picture Export Association of America.

Objected to Administration

United Artists officially said last December that their withdrawal from the MPAA was not "unhappiness with the Code, but the way it is administered. In the past, the application of the Code provisions has favored certain companies and prejudiced to others." The company has always advocated an "equitable and uniform administration of the Code and its Appeals Board instead of a flexible administration."

Meanwhile, it was reported that 20th Century-Fox may re-submit "Smiley" for a Code seal. This Australian production was refused a Code seal because of some reference made in the film to dope-running. Twentieth-Fox appealed the case, and later suspended its appeal awaiting the outcome of the Production Code study by the MPAA self-regulation committee.

Other films, which have been held back awaiting the revisions in the Code, may now also be submitted for Code Seals, among them being Hecht-Lancaster's production of "The Bachelor Party," which has a reference to abortion.

Code Revision Weleomed By Kramer and Aldrich

HOLLYWOOD, Dec. 12.—Independent producers Stanley Kramer and Robert Aldrich today issued statements to the press commenting on publication in New York of reports on revision of the Production Code.

Kramer said, "Any liberalization of the Code is a step in the right direction."

Aldrich declared, "Administration of the Code still lies in the hands of the majors, although they are responsible for only 50 per cent of the product. So independents are policed, controlled and contained by their major competitors. In essence this is like A&P telling Safeway what to charge for its meat."

'Rainmaker'

(Continued from page 1)

Holman, Arthur Israel, Jr., Louis Phillips, Jerry Pickman, Paul Raibourn, Robert Rubin and George Weltner.

Other prominent film industry leaders on hand included Robert Benjamin, Walter Branson, Ned Depinet, S. H. Fabian, Charles J. Feldman, Max Fellerman, Leopold Friedman, Robert Gillham, Herbert Golden, Leonard Goldenson, Roy Haines, Alexander Harrison, William J. Heineman, William Jaffe, William Jones, Harry Kalmine, Benjamin Kalmenson, Herbert Kalmus, Arthur B. Krim, Arthur Loew and Abe Montague.

Also, James A. Mulvey, Jack Nicholson, Louis Nizer, Daniel T. O'Shea, E. K. O'Shea, Milton Rackmil, Charles M. Reagan, Herman Robbins, Sol Rosenblatt, Ed Rowley, Serge Semenenko, Spyros P. Skouras, Nate Spingold, Robert Taplinger, Mike Todd, Walter Vincent, Joseph Vogel, Richard F. Walsh and Robert M. Weitman.

J. S. Brinkley, 53

PLYMOUTH, N. C., Dec. 12.—John Shepherd Brinkley, 53, owner and operator of the Plymouth, Daly and Plymouth Drive-in Theatres here, died on Saturday at Washington County Hospital. In the 1920's and early 1930's, he was a concert theatre organist for Warner Brothers in New York City.

Hoover Heads Sponsor List for 'Joy' Bow

Former president Herbert Hoover heads the list of sponsors for the special benefit committee for the world premiere of RKO's Eddie Fisher-Debbie Reynolds starrer, "Bundle of Joy," December 19 at the Capitol Theatre here. The proceeds go to First Aid for Hungary, Inc. and CARE.

Hoover is honorary chairman of First Aid for Hungary, Inc. The film was produced by Edmund Grainger.

Eastern Para. Branch Managers Open Meet

BOSTON, Dec. 12—Branch managers of Paramount Pictures' Eastern division yesterday began a two-day discussion meeting on forthcoming product and sales policies, conducted by Hugh Owen, vice-president of Paramount Film Distributing Corp.

Present at the meeting are John G. Moore, Eastern division manager, and branch managers Gaspar Urban, Daniel R. Houlihan, Hugh Maguire and Harry Germaine.

Business Pla

(Continued from page 1)

makers will be given a const picture of the motion picture i by industry representatives. T meeting is tentatively set fo York later in the winter.

Whole hearted support w pressed by the industry represe who attended the luncheon, whi presided over by Roger H. chairman of the MPAA adv and publicity directors committe MPAA plan was explained by Kenneth Clark, vice-preside MPAA; Philip Gerard, chairm the subcommittee which drew MPAA plan for regional opinio ers' meetings, and Jerome Pi former chairman of the MPAA

Others who spoke included Reade, Jr., of TOA, Wilbur Sn Allied Theatre Owners of New Harry Brandt, president of ITC John Phillips of MMPTA, Harry del, chairman of the COMPO relations committee; Harry Gol chairman of the TOA public re group that drew up the COMPO and Charles E. McCarthy, C information director.

Appointment will be made s it was announced, of a committe will work on combining the C and MPAA plans.

See Producers

(Continued from page 1)

being widely used in television a somewhat lesser extent in pictures.

The idea is that the corporatio the star or other person whose s are involved a certain minimu ary from its earnings on the or TV show. The corporatio the 52 per cent corporate tax r the balance. What's left after kept in the corporation, to be re by the star as dividends at som date.

Internal Revenue has issued posed regulation, retroactive to saying that in such a case, the pany is to be considered a pe holding company. Such a co is taxed at rates up to 85 per Thus, the advantage over the vidual income tax rates, going 90 per cent, would be practical tirely eliminated.

About a year ago, the Servi sued a ruling in an individual holding that such firms were no sonal holding companies so long more than 80 per cent of the ea received by the firm grew out services of the star. That is, s as supporting players or other drew 20 per cent or more of t ceipts, it could be taxed as a re corporation. The newly pro regulations run completely op to this ruling.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. W Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams nup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, days and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture H Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a pa Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

PEOPLE

nard Spinrad has been engaged dle special campaign coordina- and liaison work on Warner forthcoming release of Alfred cock's "The Wrong Man." Spin- as unit publicist on the picture its filming on location in New City last Spring.

□

complete story of the screen of Joan Crawford by Law- J. Quirk, of the editorial staff igley Publications, is the lead in the December issue of s in Review."

□

coln Friend has been named ger of the Fisher Theatre, De- where he succeeds Jack Sage, has joined the Jam Handy Or- ation. Friend was formerly man- of the Ramona Theatre, where ace will be taken by his former ant, Donald Hughes.

□

k Fenimore, executive producer ling Film Enterprises, Chicago, been made vice-president and erred to head the Kling stu- in Hollywood, it was announced obert Eirinberg, president.

□

nore Hohenstein, secretary to thy Day, M-G-M fan magazine ct, has announced her engage- to Paul Slade of "Paris Match zine."

Democratic Women or Censor Statute

HILADELPHIA, Dec. 12 — The en's Democratic Club here, with embership of over 1,000, has imously adopted a resolution fa- g "adoption of a constitutional on picture censorship statute for tate of Pennsylvania." Club presi- Mary A. Varallo, who is also a ber of the state's House of Repre- tatives, said she intends to intro- such a resolution in the next on of the legislature in January. has already received backing from r Democratic women legislators hopes to rally bi-partisan support. cording to Mrs. Varallo, the sors are endeavoring now to the new statute to conform with titutional principles. "If neces- , we'll attempt to amend the state titution," she declared.

A To Open Branch

HILADELPHIA, Dec. 12 — The ributors Corp. of America will a local branch exchange at 1313 Street along film exchange row Ny Bettinger, last here with 20th tury-Fox, installed as branch man- . He will cover the Washington, C., territory as well as the local t.

House Unit Backs L. A. Local in AFM Dispute

WASHINGTON, Dec. 12 — A House Labor subcommittee sided with the Los Angeles local of the American Federation of Musicians in its disputes with the national AFM leadership.

It recommended the Federal government consider legislation to prevent some of the things the Los Angeles local complained of.

The subcommittee said it had received complaints from local 47 of the AFM. Located in Los Angeles, that it and other locals had no voice in negotiating collective bargaining agreements; that the AFM required employers to make payments into special trust funds and that these funds had contributed to unemployment in the industry; that local 47 musicians must pay 1 per cent of their earnings into a special union fund while other musicians need not; and most important, that money due Local 47 members for performances of their works on television and in other fields had been diverted by the AFM into union trust funds.

Signs to Distribute U. K. Films in Japan

LONDON, Dec. 9 (By Air Mail).— The directors of the British Commonwealth Film Corp., a body formed by the Producers' Association here to facilitate the overseas sales of British films, announce that arrangements have been made with N. Kawakita, president of the Japanese Towa Film Corp., under which the latter will, from April 1, 1957, undertake the distribution of a number of British films throughout Japan.

For the last few years, Kawakita has been a prominent distributor of British films and is momentarily handling "Richard III," "Storm Over the Nile" and a number of other British pictures. The new agreement runs for a period of years.

ATONJ Meets Today

The membership of Allied Theatre Owners of New Jersey will meet at the Ritz Restaurant, Passaic, N. J., this afternoon to hear a report from president Sidney Stern on the recently concluded convention of Allied States Association. Following the meeting, the ATONJ will hold its annual beefsteak dinner, to which a large number of industry figures have been invited.

Continue Negotiations

Despite continued and new disruptions in the country, Hungarian government film officials have cabled here that they wish to continue negotiations for American pictures, according to Bernard Kreisler, president of International Films Associates. Kreisler, who recently returned from Eastern Europe, said they asked for details of his future plans in the cable.

Three More Companies List Holiday Closings

Three more of the major distribution companies here have announced holiday closings. United Artists reported last week that its offices will close Monday, Dec. 24 and Monday, Dec. 31.

Twentieth Century-Fox reports that employees will receive Friday afternoon, Dec. 21, all of Monday, Dec. 24, off, and that the offices will also close at 3:00 P.M. Monday, Dec. 31. Allied Artists has announced it will be closed both Mondays, Dec. 24 and 31. Paramount reports that its offices will close Dec. 24, with the possibility of a "somewhat early closing Friday afternoon, Dec. 21," according to a company official. The other major companies are as yet "undecided."

Exploitation Is Still Active Function: Mack

CHICAGO, Dec. 12.—Exploitation in the theatre is still an active function despite the fact that it has been some time since exhibitors have gone all out in the promotion of an attraction or personality, according to Irving Mack, head of the Filmack Trailer Co.

As an example he cites "Love Me Tender," in connection with which he says some of the workable ideas used by exhibitors to really publicize Presley's film include "Presley New Year's eve shows, Presley rock 'n roll parties, star photo giveaways, record showers, midnight shows, and contests to find the local Elvis for stage appearances." Mack said that suggestions to help put over all the Presley stunts are included in the January issue of Filmack's monthly publication, "Inspiration," now in the mail.

Claughton Circuit Opens New Florida Theatre

HOLLYWOOD, Fla., Dec. 12.— The Claughton Theatre Circuit opened its newly-completed Hollywood Theatre here this week with a reception attended by civic and industry notables from the area, including Mrs. Lillian Claughton, circuit owner.

The opening was preceded by a three-and-one-half page promotional spread in the Hollywood Sun-Tatler the day before. The layout publicized the "ultra-modern features" of the new theatre and included promotional copy about the circuit, Joe Fink, the new manager, and the motion picture industry in general.

Schine Signs 'Friendly'

William Wyler's "Friendly Persuasion" will be the Christmas-New Year's attraction at 40 Schine Circuit houses, with 30 other of the chain's theatres to follow, Morey R. Goldstein, Allied Artists vice-president and general sales manager, announced yesterday.

TENT TALK

Variety Club News

HOUSTON — Variety Club Tent No. 34 inaugurated a new radio show recently. It is a weekly show featuring top entertainers donating their services. The first included the King Sisters from the Shamrock Hilton, Houston's Cris Robinson and the Crescendo Club's Mickey Sharp. The show will also provide information about Variety Boys Club work, according to chief barker Paul Boesch. Boesch, Dick Gottlieb and Fred Nahas are masters of ceremony.

△

PHILADELPHIA—Sylvan M. Cohen, chief barker-elect of the Philadelphia Variety Club, was named secretary, and theatre architect David Supowitz as treasurer, of the newly-organized Buss Feuerstein Memorial Fund to perpetuate the charities of the late Herman Feuerstein, local business man, who was active in the Variety Club's philanthropies. Other industry members serving on the Memorial Fund committee include Norman Silverman, Republic branch manager, and Jack Beresin, former International chief barker of the Variety Clubs.

△

DENVER—Variety Club Tent No. 37 has named Jack R. Felix, Allied Artists branch manager, as chief barker for 1957. Others named include Jim R. Ricketts, Paramount branch manager, 1st assistant chief barker; Robert G. Sweeten, Centre manager, 2nd assistant chief barker; Joe B. Stone, National Theatre Supply branch manager, dough guy; Bruce Marshall, Columbia salesman, property master.

△

OKLAHOMA CITY—The Ladies Auxiliary of Oklahoma City, Variety Club, Tent No. 22, elected the following officers for the 1957 season: Mrs. Milton Kamber, president; Mrs. Robert Busch, vice-president; Mrs. James Fentriss, secretary; Mrs. William Lewis, treasurer.

△

PITTSBURGH—Tent Number One, Variety Club of Pittsburgh, will hold its annual Christmas party in the Pittsburgh Room of the Penn-Sheraton Hotel here Sunday afternoon, with Francis Guehl of the local Universal-International branch office as chairman.

Changes in UTO Board

OKLAHOMA CITY, Okla., Dec. 12—Changes on the board of directors of the United Theatre Owners of Oklahoma were recently announced as follows: R. M. Downing, replaces Harold Bowers, who is retiring from theatre business, and Creel Black, replaces Mrs. Opal Gray, Chickasha, Oklahoma.

IT IS TRUE THERE HAS BEEN NO MOTION PICTURE LIKE 'BABY DOLL'

'Baby Doll' is real. All its people are wrong and right, magnificent and foolish, violent and weak—the way all people are. It is not meant to be moral or unmoral, only truthful. It is bold. But it is real.

♦

Honesty and reality are the outstanding characteristics of every Elia Kazan production. They have earned him two Academy Awards and three N. Y. Film Critics Awards. They have earned him world-wide respect.

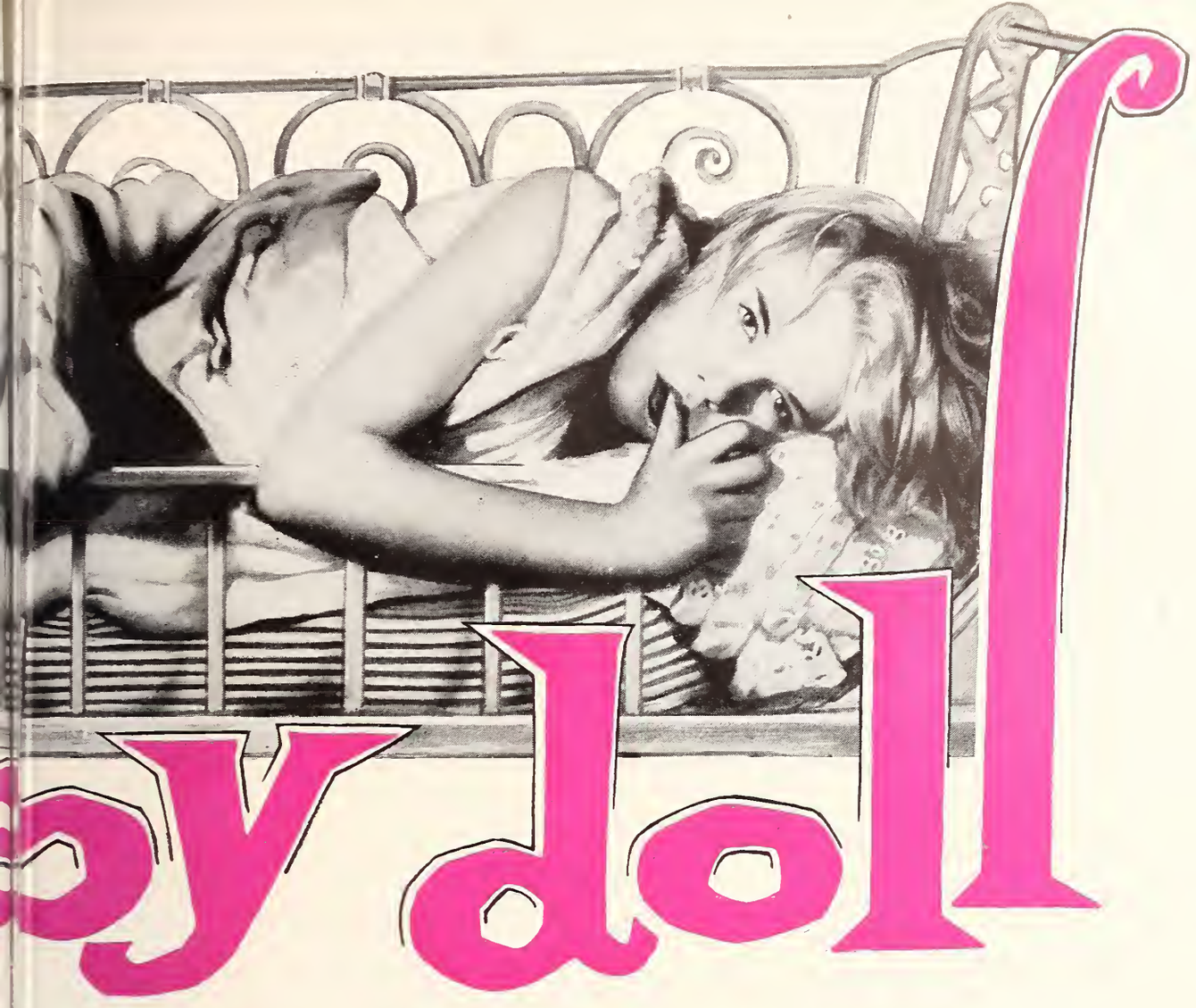
♦

Outspoken and unusual drama is basic to all of Tennessee Williams' w ing. For it, he has won two Pulitzer Pr and three N. Y. Drama Critics Awa They have earned him world-wide resp

♦

Together, these two have now crea in 'Baby Doll' a special kind of dram appeal—a theme and mood and charac that can be compared with no otl 'Baby Doll' is essentially the story three people: a married girl of ninete

ELIA KAZAN'S production of TENNESSEE WILLIAMS' 'BABY DOLL' starring KARL MALDEN • CARROLL BA ELI WALLACH • Story and Screenplay by TENNESSEE WILLIAMS • Directed by ELIA KAZAN • A Newtown Produc



) is not yet a woman—a husband twice age—and a stranger.

♦

The leading roles are played by Karl lden, Carroll Baker and Eli Wallach. eir performances are certain to be ch discussed when the picture is wn.

♦

'Baby Doll' is intimate drama—and erent. 'Baby Doll' is earthy humor—and different. 'Baby Doll' is tender beauty—and different. There has been no motion picture like 'Baby Doll'.

♦

Warner Bros.—the presenters of 'Baby Doll'—have previewed it for a great many outstanding figures from many walks of life. In their considered judgment, enthusiastically given, 'Baby Doll' is certain to fulfill the public's highest expectations.

ORLD PREMIERE TUESDAY DEC. 18TH · VICTORIA, N. Y. · $50 THE TICKET

The World Premiere and the Supper-Dance following at the Waldorf-Astoria are for the benefit of the Actors' Studio

Television Today

The Critics Say . . .

As influential as the many nation-wide syndicated TV columnists, are the hundreds of local newspaper critics whose views — though they inevitably reflect regional preference — more often than not have national validity. These reporters, asked to vote again this year in the annual Motion Picture Daily-FAME poll of television talent and shows, added a variety of comments on their views of the industry. Among them were the following reports from Mississippi and Louisiana. If the city represented has a TV outlet, the name of the station and its affiliations appear in brackets, along with the population of the city or town.

William E. Keith, State Times, Jackson, Miss. (WJTV, CBS basic, ABC; WLBT, NBC; 51,088): "The spectaculars ain't spectacular. Thirty minutes is long enough for the average TV show. A few are good enough to run an hour. One hour should be the limit for everything."

Thatcher Walt, Press-Register, Clarksdale, Miss. (16,539): ". . . . There are entirely too many half-hour shows built around a professional endeavor which is supposed to be glamorous or exciting. . . . Man Called X, Intrigue in Oostrasia, etc. The hour and longer shows all seem to be progressing in stature from year to year, but half-hour entertainment, for the most part, is being neglected."

L. S. Cart, Daily Signal, Crowley, La. (12,784): "In my opinion the network programs are improving steadily, giving better television entertainment year by year. I do feel that many programs could improve the content of their commercials."

William Hertena, Lake Charles American Press, Lake Charles, La. (KPLC-TV, NBC, ABC; KTAG, CBS; 41,272): "Television publicity services seem geared to a level of intelligence even below that of the average televiewer. They should remember that they are competing for space with genuine news . . ."

Filmack's
TEASERETTES
are catching on fast!
Use 'em for
• PREVUE TRAILERS
• CROSS PLUGS
• ADVANCE
These short, snappy talking trailerettes are just what you've been waiting for.
No contracts, no returns. Write for information!
FILMACK
1327 S. WABASH CHICAGO 0, ILL.

NTA's Income

(*Continued from page* 1)

last year. First quarter earnings were equivalent to 51 per cent of the 1956 fiscal year's entire net income of $441,877.

In the October quarter, exhibition contracts written were 189 per cent ahead of the comparable months of last year, amounting to $3,040,783, as against $1,050,832. In all of the 1956 fiscal year, a total of $5,793,975 in exhibition contracts were written, it was reported.

Film rentals showed a gain of 177 per cent, aggregating $1,832,897 as against $660,995 in the first fiscal quarter of last year.

Income Taxes at $89,000

Income before provision for Federal income taxes was $314,619. Federal income taxes were $89,000 net of a $56,000 credit for the carry forward of the operating loss of prior years. There was no tax provision in last year's October fiscal quarter owing to an operating loss carry forward.

In the first fiscal quarter, 25 per cent of film rentals was realized as income before interest and other expenses on loans and notes payable and provisions for Federal income taxes, as compared with 11 per cent in the same period of last year and 21 per cent for the entire fiscal year. The rise in interest expense is accounted for by the extremely high volume of additional exhibition contracts financed by the company and by the necessary costs of borrowings made to conclude several large and important film product acquisitions during the past 12 months.

Sees Future Bright

Commenting on the immediate outlook, Landau told stockholders that "We look forward to a very satisfactory second quarter. There is every indication that the results for the 1957 fiscal year will be far ahead of last year, with the possibility that the Board of Directors may be able to consider the declaration of a dividend."

Extended Market Plan On CBS-TV Progresses

The CBS-TV extended market plan, designed to bring smaller market stations into the national TV picture, has brought participation from 34 stations since its inauguration two years ago and raised the total of advertisers in EMP to 60, according to Edward P. Shurick, national director of station relations for CBS-TV.

The number of CBS-TV network programs carried on EMP stations has gone to 64 as against 59 one year ago, Shurick reported. A total of 309½ commercial hours is running weekly over EMP stations, an increase of 164 hours over 1955, he said.

May Halt U.S. Films to Indi

(*Continued from page* 1)

year." He said that MPEA president Eric Johnston has already met with the Indian Ambassador here regarding the high duty.

"The Indian government has recently doubled its import duty on films from about five-and-a-half cents per foot to just under 11 cents per foot," Maas explained, adding that this new restriction poses a very serious problem to the American companies whose gross annual revenue from the Indian market comes to about $2,000,000.

Seen World's Highest Duty

"The doubled duty on film in India makes it among the highest duties in the world, and in relation to the market, the highest anywhere," the MPEA executive said. He pointed out that the Indian market now includes about 65 English theatres out of several thousand houses that book and play American product. The American companies ship in 250 films annually to India.

In addition to Johnston's meeting with the Indian Ambassador the MPEA is working with the U. S. bassy in New Delhi on the matte said.

Commenting on other territ Maas observed that an MPEA seas representative is currentl Malaya working with the Feder government there on the duty s tion.

"The matter will most likel finalized in January when the Mal finance minister returns from land," he said.

Quota Eased in Philippines

Further consideration to ind problems in the Philippines wil given within the next few week the monetary board in that cou according to Maas. He said when he was in Manila, he suc fully negotiated the removal of restrictions, and also worked on establishment of a Philippines Board.

A detailed report on his Far trip will be presented to the b of directors of the MPEA next T day, he said.

Audience

(*Continued from page* 1)

Schaefer cited the pairing of Clark Gable with Jean Willes, Barbara Nichols and Sara Shane in the new Russ-Field film as an example of exploiting the younger audience segments through the combination of veteran headliners and new talent.

A big portion of yesterday's women's audience, Schaefer said, is staying home to watch TV. On the other hand, he pointed out, today's young television audience will be the backbone of the industry's market tomorrow.

Stresses Importance of Independents

Speaking broadly of the independent picture, Schaefer said that independent organizations were responsible for injecting a new creative vitality that would be lacking if all production were controlled by the major studios.

Bash to Make

(*Continued from page* 1)

Yates $10 per share in Sept., 1955, which was $1.50 over the prevailing market price at the time. Yates and his family and associates control between 600,000 and 800,000 shares of Republic Pictures stock, which currently is listed on the New York Stock Exchange at $5.37½. Bash said yesterday that the offer his group will make will be in excess of the market quotation at the time of the sale.

The Beverly Hills investment concern of Cantor, Fitzgerald & Co., last September, had a 90-day option on the stock controlled by Yates for the price of $12.50 per share. They allowed the option to drop, following an audit of Republic's books and records

Berlin Festiv

(*Continued from page* 1)

a request by the French Societ Film Authors and Producers. French group had proposed that be given a five per cent cut o film admissions in France to be for their own members usage.

Spiegel informed the MPEA that Poland and Czechoslavakia received the lists of American available for sale behind the Curtain and they are studying t The board was also informed Charles Baldwin is having diffi in securing a visa to enter Egy look into the difficulties Ame companies are having there now

Argentine Report Read

A report was read to the dire from Harry Stone in Argentina cerning admissions prices. Ston formed the board he is meeting the local film board in Argentina that action should be forthcom

Also on the agenda of the me was the India situation and a sentation on it from Irving A. MPEA vice-president.

Sign Frank to Write Script of B&K Film

CHICAGO, Dec. 12 — Fredri Frank, Academy Award - wi screen writer, has been signed to an original script based on the li St. Christopher for the feature le film to be produced in 1957 by Balaban & Katz Theatres Corp.

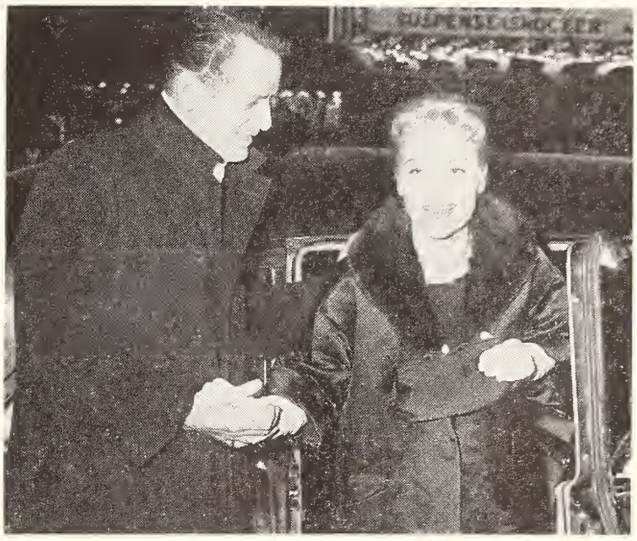
Frank received the Academy A for work on Cecil B. DeM "Greatest Show on Earth" and one of the writers on DeMille's Commandments." Balaban & Kat peets to start production in the sp

Big Turnout for "Rainmaker" Bow

HAL WALLIS' "The Rainmaker," starring Burt Lancaster and Katharine Hepburn, had its world premiere last night at New York's plush Astor Theatre. The brilliant "black tie" opening drew a capacity audience of entertainment celebrities, film industry executives, other business leaders and civic officials. Rousing applause punctuated the premiere showing of the comedy-drama, and a loud ovation came at the end of the film. "The Rainmaker" and its stars have been prominently mentioned as candidates for Academy Awards.

Large crowds gathered outside the Astor to hail the arriving celebrities who faced a waiting battery of news photographers. Several of the premiere guests are pictured below, while the photograph at the right shows the scene in front of the theatre before the start of the Vista-Vision-Technicolor film.

e producer of "The Rainmaker," Hal Wallis (right), poses for cameraman in front of the Astor with two creators of the film: eph Anthony (left), the director, and N. Richard Nash, who wrote screenplay.



Songstress Patti Page arrives at the Astor Theatre escorted by Charles O'Curran, Hollywood producer. She was one of many celebrities at the premiere.

orge Weltner, who doubles as president of ramount Film Distributing Corporation and rldwide sales head, is seen in the theatre by with Mrs. Weltner.

Joseph Hazen (right), associate of Wallis, is seen as he arrived with his family and a friend. From the left: Leon Polsky, daughter Cynthia Hazen and Mrs. Hazen. Executives of several film companies attended the colorful premiere.

(Advt.)

"TODD-AO PROCESS IS A SMASHEROO from start to finish" VARIETY Oct. 24, 1956

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NEVER SUCH UNANIMOUS CRITICAL ACCLAIM IN THE HISTORY OF MOTION PICTURES!

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"The revolutionary TODD-AO Process . . . is nothing short of camera magic"

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". . . TODD-AO is a breathless, beautiful exhibition of the camera's art!"

•

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"The audience is introduced to TODD-AO's unequalled 'sense of participation'"

THE DALLAS MORNING NEWS
". . . TODD-AO counts heavily where techniques should count, in the pulse-quickening effectiveness of great entertainment"

•

THE FILM DAILY
"No new filming process or technique, technological gimmick or gadget has ever contributed as much to a motion picture, creatively and commercially as . . . TODD-AO"

•

BALTIMORE EVENING SUN
"TODD-AO is far superior to any of the latest systems . . . We award it . . . the Blue Ribbon with Palms!"

•

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"It is overwhelming . . . the process known as TODD-AO"

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NEW ORLEANS-THE TIMES-PICAYUNE
"TODD-AO . . . is a splendid new film process. TODD-AO brings (the picture) into the theatre"

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"Astonishing, beautiful . . . TODD-AO . . . far surpassing the techniques and entertainment values displayed until now"

•

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"TODD-AO . . . makes possible the most sweeping panora and . . . the most complete sion of three dimension ye

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"The TODD-AO Process . most impressive. Technica cellence in photography, and sound"

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

. 80, NO. 114 NEW YORK, U.S.A., FRIDAY, DECEMBER 14, 1956 TEN CENTS

ITORIAL

peal New York ty's Ticket Tax

By Sherwin Kane

W YORK CITY'S tax on theatre admissions not only is an mpost that should be repealed aptly but is one that never ld have been enacted.

came into being at a time when theatres of the most tv-saturated in the world literally had their s to the wall in their struggle survival. And at the same time, revenues of the greatest city in world were at their highest point going higher.

•

hat the city was in need of funds ite that circumstance was due rely to laxity in management and he unwillingness of city officials undertake a much needed and overdue economy program.

hus it was that, wholly without ning and, in fact, contrary to asnces that had been given metropn theatre operators by city ofls earlier, that the five per cent on admissions was imposed.

nce its enactment, the business of the city's theatres has deiated steadily. On the other hand, rely apart from the revenue ch the tax has produced, the 's income has expanded tremensly in the same period. There is municipal fiscal crisis now nor in offing, nor has the city budget ctor forecast any decline in enue.

•

ince the Federal government has fit on two occasions to extend relief to the theatres, while denyit to other less hard pressed busises, it is difficult to understand this wealthiest of cities should ose an added burden, over and ve real estate, license and other ositions on a home industry so iously in need of assistance and ouragement.

The board of estimate and the yor should move with all haste to ht this wrong to the city's theas before it is too late for many them to be helped.

Technicolor Has Processed Five Billion Feet of Film

From THE DAILY Bureau

HOLLYWOOD, Dec. 13 — Dr. Herbert T. Kalmus, president and general manager of the Technicolor companies, announced today that five billion feet of film will have been processed and manufactured into Technicolor motion picture release prints at the company's plant here by the end of this week.

Thirty-five millimeter positive color prints manufactured by the Technicolor imbibition process have accounted for the majority of the above footage although research and new developments at Technicolor have made it possible for the company to produce substantial volumes of prints from various other sizes and types of films in recent years, he said.

Hickey Retires from Loew's Sales Post

The retirement of George A. Hickey, Loew's West Coast division sales manager with headquarters in Los Angeles, was announced yesterday. With M-G-M forty years, Hickey on Dec. 31 will complete 30 years of supervision of sales in the company's Los Angeles, San Francisco, Seattle, Portland and Salt Lake City branch office territories. His re-

(*Continued on page* 5)

Urges Buying TV Stations

By LESTER DINOFF

The motion picture industry should acquire greater interests in television stations "as TV is actually just another form of motion picture exhibition," according to Ellis Arnall, president of the Society of Independent Motion Picture Producers.

Arnall pointed out that film organizations now have controlling or minority interests in some 47 TV stations and are second only to the newspaper industry as being the most active American industry in that field. He

(*Continued on page* 5)

Yates' Republic Stock Not for Sale, He Says

From THE DAILY Bureau

HOLLYWOOD, Dec. 13—Herbert J. Yates, president of Republic Pictures, today issued a statement declaring that his stock in the company "is no longer for sale to anyone," and denying that he has been approached, as reported in some quarters, by any individual or group recently for purchase of his holdings.

Yates said December will be a big month for Republic, both in gross and volume of playdates, and that the company will start three pictures in January.

'Within 10 Days'

Plan Second Joint Meeting On Business

Will Discuss Integration, Financing of Proposals

Plans to launch the Motion Picture Association of America's business building program were advanced here yesterday as a second joint industry meeting was scheduled for "within 10 days" to discuss the integration and necessary financing of the MPAA plan with the Council of Motion Picture Organizations — Theatre Owners of America program.

A report from the West Coast advertising-publicity directors group on their "Golden Jubilee" program for next year is currently in the hands of

(*Continued on page* 2)

Network Operation Is 'Complex' Says Sarnoff

Special to THE DAILY

MIAMI BEACH, Fla., Dec. 13.—The need for governmental, public and press understanding of the "complex operation" of networks was emphasized here tonight by Robert W. Sarnoff, president of the National Broadcasting Co. Sarnoff's remarks were contained in his speech before NBC affiliates and guests gathered for the network's 30th anniversary convention be-

Robert Sarnoff

(*Continued on page* 6)

REVIEW:

ANASTASIA

Twentieth Century-Fox—CinemaScope

FEW EVENTS IN the annals of the industry have been so heralded and publicized as that of the return of Ingrid Bergman to the American screen after an absence of over seven years. Sometimes an occurence so eagerly anticipated is a disappointment in the actual event. But such is certainly not the case here. The majority of American filmgoers who have not seen Miss Bergman since "Under Capricorn" in 1949 (having fortunately missed several Italian films in which she was wasted) will discover that she has lost none of her irresistible appeal as a personality and that as an actress she has continued to grow.

As the mysterious heroine of "Anastasia," who may or may not be the only living daughter of the last Russian Czar (having escaped the massacre of the rest of her family) Miss Bergman has been given a considerable opportunity to act. And she comes through triumphantly with a brilliant performance that easily challenges the best seen this year.

Of less moment, perhaps, but still exploitable, too, is the appearance

(*Continued on page* 6)

Television Today Page 6

PERSONAL MENTION

ARTHUR M. LOEW and MAURICE SILVERSTEIN, Loew's, Inc., foreign distribution executives, will return to New York today from London via B.O.A.C.

•

WILLIAM DOZIER, RKO Radio vice-president in charge of production, will return to Hollywood today from New York.

•

WALTER WANGER will arrive in New York tomorrow from the Coast.

•

JOHN HUSTON, director, left here yesterday by plane for Ireland.

•

FRANK KASSLER, president of Continental Distributing, Inc., will leave New York today aboard the "Independence" for Europe.

•

ARTHUR HALL, of the 20th Century-Fox accounting department, will return to New York today from the Barbados via B.O.A.C.

•

MORRIS WOLF, Philadelphia industry attorney and for many years a member of the Stanley Warner Theatres directorate, has been named a senior chairman of the Philadelphia Allied Jewish Appeal.

425 Keys Book 'King' In Holiday Periods

United Artists has set 425 bookings for "The King and Four Queens" during the Christmas-New Year's holidays, which is the "biggest holiday dating program in the company's history," William J. Heineman, UA vice-president in charge of distribution announced yesterday.

The Russ-Field-Gabco production, which stars Clark Gable and Eleanor Parker, will have 262 Christmas premieres and 163 New Year's openings, covering every domestic exchange area, he said.

Columbia Dividend

Columbia Pictures Corp. announced that the board of directors at a meeting yesterday declared the regular quarterly dividend of 30c per share on the common stock and voting trust certificates for common stock of the corporation, payable Jan. 30, 1957, to holders of record Dec. 28, 1956. At the same time the board also declared a 2½ per cent stock dividend on the common stock and voting trust certificates for common stock, payable Jan. 30, 1957, to holders of record Dec. 28, 1956.

'Anastasia' Raises $32,500 for Charity

A sum of $32,500 was raised for New York's Judson Health Center at last night's world premiere of 20th Century-Fox's "Anastasia" at the Roxy Theatre. Almost 6,000 persons filled the theatre to capacity and thousands more viewed theatre-front festivities from behind police barricades.

Present to view the return of Ingrid Bergman to American motion pictures after seven years were an imposing number of Hollywood, Broadway and TV stars and top-ranking social, diplomatic and civic figures and press representatives. Among those present were director Anatole Litvak, Kirk Douglas, Dana Wynter, Terry Moore, George Jessel, Maria Callas, Vic Damone, Mario del Monaco, Arthur Laurents, Natalie Schafer, Thomas Hayward, Dorothy Wilson, Alan Dale, Maggi McNellis, Betty Lou Keim, Warren Berlinger, Mr. and Mrs. Spyros P. Skouras, the Minister and Consul of Italy and Baroness Carlo D. Ferrariis Salzano and Mrs. Cornelius V. Whitney.

Set 23 Bookings for 'Ten' In Early '57

The first playdates of 1957 for Cecil B. DeMille's "The Ten Commandments," a total of 23, were announced yesterday by Paramount. The bookings are by theatres in major cities for openings during the first four months of the year. Reserved seat policies will prevail.

The DeMille film will have opened in a total of 15 U.S. and Canadian theatres by the end of 1956.

Kogod Services Today

WASHINGTON, Dec. 13—Funeral services will be held here tomorrow for Fred S. Kogod, head of K-B Theatres, who died here at the age of 57. The circuit operates seven theatres in the Washington area.

Kogod entered the industry in 1924 and was a pioneer in the development of shopping centers and parking facilities in theatre areas. He was past president of Theatre Owners of Washington and past chief barker of the Washington Variety Club, which must now cancel a Kogod testimonial luncheon scheduled for Jan. 14.

I. W. Little, 80

Ira William Little, 80, a member of Theatre Projectionists Union, Local No. 1, IATSE, died at his Montrose, N. Y., home following a lengthy illness yesterday. Little is the father-in-law of Dorothy Lutjens Little, New York secretary to Eric Johnston, president of the Motion Picture Association of America.

Harshe-Rotman To Publicize Oscar Ceremonies on TV

The Academy of Motion Picture Arts & Sciences has retained the services of Harshe-Rotman, a public relations group, to publicize the television presentation of the Academy Awards for 1956.

The Harshe-Rotman agency will work in conjunction with the National Broadcasting Co. on all press matters concerning the March 27 telecast of the "Oscar" ceremonies.

Rules Klein Circuit May Complete Drive-In

ALBANY, Dec. 13.—Klein Theatres, Inc., may complete the drive-in it started in 1955 at the southern end of the Town of Bethlehem, former Supreme Court Justice C. J. Heffernan has ruled in his capacity as official referee. He has issued an injunction which prevents the town from interfering with the construction of the theatre.

Ground had been graded and a projection booth built, up to the point of roofing when the Town Board of Bethlehem adopted an ordinance to prohibit drive-in theatres without special permits. The town then denied Klein Theatres a permit.

The plaintiff asserted that it acquired the site July 22, 1955, and started work on the foundation and grading Aug. 16. It alleged that the ban action followed. Justice Heffernan, who heard the case without jury, ruled the theatre firm had a vested right to complete construction.

The Klein family, consisting of a mother and two sons, now operates drive-ins at Coxsackie and Hunter. The mother and her late husband conducted the indoor Hunter in Hunter for many years.

Return Drive-In Verdict

SEEKONK, Mass., Dec. 13.—Superior Court Judge Vincent Brogna yesterday returned a favorable verdict here for Hyman E. Lepes and Norman Zalkind, under suit from the Independent Amusement Co., operators of the Bay State Drive-in. The company was suing the two men and the town of Seekonk for zoning ordinance violations in permitting the construction of a second drive-in theatre one mile from the Bay State.

Dupont, Director, Dead

HOLLYWOOD, Dec. 13 — E. A. Dupont, 60, German-born director, who had handled pictures for Paramount, Universal, M-G-M and Warner Brothers since coming to this country in 1925, died here last night of cancer at the Cedars of Lebanon Hospital.

Joint Meetin

(*Continued from page* 1)

the Association of Motion Pic Producers.

Alfred H. Tamarin, a membe the MPAA's advertising and publ directors committee, is currentl Hollywood conferring with Coast industry groups on the va industry business building propo He is expected to return next with a report on the West Coast v point towards the MPAA program, according to an MPAA official, the official AMPP and studio ad tising-publicity report on the gram."

Tamarin will meet tonight Academy of Motion Picture Art Sciences regarding the proposed car Sweepstakes," a contest w will be run in conjunction with Academy Awards.

Local Groups Await Return

According to the MPAA off once Tamarin returns to New and reports to his committee he meeting with Theatre Owner America, Independent Theatre ers of America, Metropolitan M Picture Theatre Association, Theatre Owners of New Jersey the Council of Motion Picture Or zations would be set up to discus West Coast report and to tie with the MPAA program and COMPO-TOA program.

The matter of financing the bus building program, which it is h would be handled by COMPO, likely will also be discussed at joint meeting, he said.

Murphy for 'Americ

HOLLYWOOD, Dec. 13 — A Murphy will star in Joseph kiewicz's "The Quiet American was announced here today by R Lantz, president of Figaro, United Artists will distribute the ture.

NEW YORK THEATR

RADIO CITY MUSIC HALL
Rockefeller Center
MARLON BRANDO · GLENN FORD
MACHIKO KYO
starring in CinemaScope and METROCOLOR in
"THE TEAHOUSE OF THE AUGUST MOON"
AN M-G-M PICTURE
and THE MUSIC HALL'S GREAT CHRISTMAS SHOW

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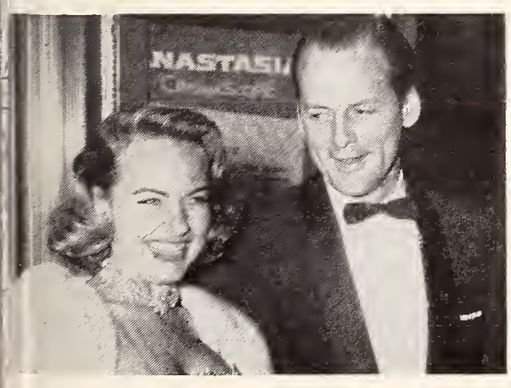
MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. W Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams nup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, days and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture H Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a pa Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Glittering World Premiere for 'Anastasia'

LIMAXING a national campaign of record proportions, 20th Century-Fox's "Anastasia" CinemaScope was world premiered at N. Y.'s y Theatre last night before a capacity audience wn from all areas of the entertainment, diplo- ic, social and civic worlds. All proceeds from event are being turned over to the Judson lth Center which has cared for millions of un- privileged children in New York for 35 years. premiere also was an entertainment salute to rid Bergman, who returns to the American en in the Buddy Adler production after a en-year absence. The international star is top- t with Yul Brynner and Helen Hayes in the antic drama directed by Anatole Litvak. Debut "Anastasia" was accorded world-wide coverage TV, radio, newsreels, the wire services and metropolitan newspapers.

n the photo at the right are: Charles Einfeld, -president of 20th Century-Fox, and Academy ard winner Anatole Litvak, director of "Anas- a."

s. Spyros P. Skouras, wife of the 20th ntury-Fox president, pictured in the Roxy by with John Lefebre, 20th Century-Fox es manager for Continental Europe.



lm star Terry Moore, to be seen next in ernardine," photographed with her hus- nd, Eugene McGrath.

Shown entering the theatre prior to the start of the world premiere are glamorous Dana Wynter and her husband, attorney Gregory Bautzer.

Alex Harrison, general sales manager of 20th Century-Fox, and Mrs. Harrison are snapped in the lobby of the Roxy shortly before the opening of the performance.

(Advt.)

Motion Picture Daily Feature Reviews

Above Us the Waves

J. Arthur Rank—Republic

GERMAN BATTLESHIPS played a double role of harassment during the Battle of the Atlantic—besides attacking shipping, they forced the Allies to keep many warships patrolling and blockading against them, thus making it easier for U-boats to work against Allied ships. "Tirpitz" was a special pain in the neck. The Allies had it trapped in a Norwegian fjord, but could not get at it to destroy the battleship, and they could not pull away their own ships and give it a chance to escape.

Rendered in suspenseful, semi-documentary style, this import is replete with typical British "stiff upper lip" heroics and many tense moments as the Royal Navy executes the destruction of "Tirpitz" through cunning and desperation. A plan for frogmen to ride torpedoes into the fjord and attach them to the battleship's hull goes awry in a storm. Another plan succeeds; three midget submarines work their way into the fjord and drop timed explosives under "Tirpitz." Two submarines are captured before they can escape and the third destroyed, but before the battleship can be moved, the explosives disable it.

John Mills turns in his usually capable performance as the commander who devises the schemes and guides one of the submarines. James Robertson Justice plays the admiral who is convinced the scheme will work after Mills secretly "mines" his flagship with a dummy charge. Donald Sinden and John Gregson are good as the captains of the midget submarines.

William MacQuitty produced, and Ralph Thomas directed. Robin Estridge did the screenplay.

Running time, 92 minutes. General classification. For immediate release.

GUS DALLAS

Rock, Rock, Rock

Vanguard—Distributors Corp. of America

THE TITLE VERY candidly expresses the theme of this picture. Twenty rock'n'roll numbers rendered by popular exponents of the current musical taste make it very attractive for teenage followers. Appearing in two "shows within a show" during the course of the story are such rock'n'roll personalities as Frankie Lyman and The Teenagers, La Vern Baker, Chuck Berry, The Moonglows, The Flamingos, the Johnny Burnette Trio and other popular performers. Alan Freed, who apparently started the rock'n'roll craze as a disc jockey on radio, appears as master of ceremonies during the "big beat" festivities.

The tunes are tied together by a flimsy story of high school romance. Tuesday Weld plays a starry-eyed teenager who will lose her handsome, rock'n'roll contest winning boy friend, Teddy Randazzo, to that new girl in town, Jacqueline Kerr, unless she can find enough money to buy a beautiful evening dress for the Spring prom. Complications set in when father stops the family charge account and she has to find ways of earning money by herself. She gets into trouble, but it's hard sometimes to sympathize with a high school girl who calculates that one per cent of one dollar is one dollar.

Max J. Rosenberg and Milton Subotsky produced. Will Price directed.

Running time, 83 minutes. General classification. For December release.

G. D.

The Brass Legend

Goldstein—United Artists

HUGH O'BRIAN, WHO has achieved recognition playing the title role of "Wyatt Earp" on television, continues as a peacemaker on the big screen in "The Brass Legend." He plays a discontented sheriff who wants to give up his badge when his term expires for the more gentle life of a rancher and family man.

But despite his fiancee's plea that he stop immediately, he has enough integrity to want to finish out his term. The girl's younger brot idolizes him and would do anything for him. He gets his chance w a famous and vicious desperado, Raymond Burr, comes to town. badman, believed dead but with a legend of indomitability about H is seen by the boy. The latter tells O'Brian who makes him promis tell no one else for fear Burr's cohorts, out of revenge, will kill H even though he's just a youngster.

O'Brian captures the badman but the boy's father, suspecting his in it, is able to make him talk. Proud of the boy and not shy of resultant publicity, he tells the town editor who promptly insinu O'Brian was unwilling to share the reward.

Beset by enough problems to stagger stronger men, he also has contend with his girl's discontent. Then things really start popp The boy is shot and nearly fatally wounded, the sheriff kills two wounds one of Burr's boys, Burr escapes and hero and villain ba it out alone.

"The Brass Legend" is a good little Western designed for the fan this genre and executed to please them. It has the benefit of some g performances by O'Brian and Burr, enough cliches to satisfy the ra fan, enough twists to keep him guessing and an interesting musical ba ground by Paul Dunlap. This Bob Goldstein production was produ by Herman Cohen, directed by Gerd Oswald and written by Don Ma from an original story by George Zuckerman and Jess Arnold. Golds was executive producer.

Running time, 79 minutes. General classification. For December rele

JAY RE

Dance With Me, Henry

HOLLYWOOD, DEC

TO THE FUNDAMENTAL fixtures of the Abbott and Costello style of en tainment, a distinctive style sure to go into the history books as definit of the show business era of their ascendancy, are added here cert materials commonly rated sure-fire in their own right. Present this ti are sequences designed to extract humor from the rock-and-roll p nomenon, an extremely effective box office item at this time, and pres also are dozens of children and an amusement park called Kiddyla The story links all of these closely to the comedians, and mixes w them such opposite matters as gangsters and a murder, with the t result of showing the Abbott and Costello fans their favorites in exercise of their special talents and, additionally, in a multi-sided st

The script by Devery Freeman, from a story by William Kozle and Leslie Kardos, sets up Costello as a befriender of orphans and ot lonely persons, and Abbott as his partner in ownership of a neighborh amusement park, by profession, horse-bettor by addiction. The st has Lou in trouble with an over-zealous social worker, intent on tak his juvenile charges away from him, and Bud in trouble with gangst intent on forcing him to pass stolen money into circulation. After picture gets rolling the two sets of troubles enmesh both of the partn and the tempo mounts steadily until the picture's end.

Players importantly in support include Gigi Perreau, Rusty Ham Mary Wickes, Ted De Corsica, Ron Hargrave, Sherry Alberoni a Frank Wilcox.

Robert Goldstein produced and Charles Barton directed.

Running time, 80 minutes. General classification. For December relea

WILLIAM R. WEAV

N.Y. Tax Not Discussed

The New York City exhibitor request for appointment of a citizens committee to study the effect of the five per cent admissions tax on motion picture theatres was not discussed at yesterday's meeting of the municipality's Board of Estimate, it was reported by a representative of the Mayor's office. He said the next Board of Estimate meeting is scheduled for Dec. 27.

Push Tax Fight

SEATTLE, Wash., Dec. 13—Dwi L. Spracher, executive secretary of Theatre Owners of Washington, told the City Council here that Jan. 1, 110 Washington cities towns and 28 of the 39 counties have eliminated admission taxes. this tax remains entirely in force Seattle, more of the city's theatres have to close because of competiti from 'free' theatres," he said.

ıtional
re-Selling

LOCATION story in pictorial form on "Teahouse of the Au- Moon," which stars Marlon lo, appears in the December 21 of "Collier's." Thomas Ryan, wrote the text for the article, s Brando as saying "Before I to Japan, I had a completely picture of the Japanese. I ht of them as cold, inscrutable. nd them to be warm and friend- ıd more emotional even than the ns." Many photos of Marlon Japanese children and the cast Teahouse" add interest to the e.

•

rk Nichols has written a profile ıvid Niven, star of "Around the d in 80 Days," for the December of "Coronet." A photo from Todd's hit is used to illustrate rticle.

•

orge Stevens, producer-director Giant," is the author of an in- ing article titled "How to Age ovie Star," for the December 9 of "American Weekly." He ex- s how he aged Rock Hudson, Taylor and James Dean for their in "Giant," the Warner release.

•

ɔrence Somers, in the December of "Redbook," says "In 'The t World,' there are unusual un- vater shots of whales and por- s, and there's Ulysses, a giant ɔer who becomes a pet and then a pest that he has to be caged keep him from hogging the ra."

•

ɔris Day, star of "The Pajama e," will be on the color cover Family Circle's" March issue. In same issue there will be color black and white photos of Alan l, Kirk Douglas and Natalie d, with credit to their appear- s in current and forthcoming ıer films.

•

ıe front cover of the Nov. 25 is- of "Family Weekly," Sunday lement magazine of 144 news- rs throughout the country, is to Anthony Perkins, star of mount's "Four Strikes Out" and Lonely Man." A feature by J. Oppenheimer in the same titled "Picked for Stardom," profile of Tony Perkins.

•

Baby Doll," the Elia Kazan pro- ion of Tennessee Williams' story, ing Carroll Baker and Karl lden, is reviewed in the December ssue of "Look." A large produc- photo of Miss Baker, which ds off the side of the page, high- s the lead page of the review. the following pages a number of ɔn photos are used to illustrate article. The reviewer says that in opinion Karl Malden's perform- is of Award caliber.

WALTER HAAS

Urges Buying TV Stations

(*Continued from page 1*)

said producers, distributors, and exhibitors "will find it to be to their ultimate welfare to manifest a greater degree of interest in TV stations as well as in the conventional method of producing, distributing and exhibiting pictures."

"An interest in and ownership of TV stations by the industry would tend to stabilize motion picture production and this would result in more consistent employment in Hollywood," he said here yesterday. "The public would be better served since the motion picture industry, by reason of its superior art and skill, would greatly improve the calibre of TV programs," he said.

Arnall is confident the conventional motion picture theatre and drive-in are here to stay. "Television likewise is a fixture in our modern way of life. We should aggressively and determinedly move to prevent television from complete domination and control by certain segments of business interests which cannot serve the general public or television nearly so well as the motion picture industry."

Discusses Code Revision

Commenting on the recently revised Motion Picture Production Code, Arnall said the self-regulation committee of the Motion Picture Association of America "did not consult with the Society on the revisions. SIMPP has been urging the MPAA to allow independent producers, who produce about 12 films to every one produced by the major studios, to take part in the promulgation, policy, application and interpretation of the Production Code and its Appeals Board. SIMPP is not critical of the Code; our primary interest in it is the welfare of the industry."

Arnall said that he has not discussed the revisions in the Code with his membership, which numbers 38 and includes such independent producers as Walt Disney, Stanley Kramer, Sam Spiegel, Robert Aldrich, Eddie Alperson and the Nassour Brothers.

Arnall said he feels the Code should also apply to television.

No 'Seasonal Blues' In Columbus Theatres

COLUMBUS, O., Dec. 13.—Not all theatre managers here are singing the "seasonal blues," Samuel T. Wilson, theatre editor of the "Columbus Dispatch," reported in a column of comment on the state of business in the pre-Christmas period.

It would be dangerous to suggest that all local houses are sensationally in the chips but around the town there's more cheering news than is usual less than a month before Christmas," said Wilson.

Cites Five Pictures

He pointed out that "Giant" opened a fourth week here, two more than might have been expected. "Love Me Tender" is doing well. "Fantasia" was held for a fourth week of a remarkable revival run at the Drexel, Bexley suburban house which normally shows films on a split-week basis. "That theatre seldom has had it so good," commented Wilson.

Disney's "Secrets of Nature" moved into a third week at the World, where it is drawing "huge juvenile business" as well as adult art film patrons.

Wilson quoted manager Walter Kessler of Loew's Ohio on the "Lust for Life" engagement that "business has been better than might have been expected."

Four Theatres Added To TCT First-Runs

TORONTO, Dec. 13—Four additional theatres have been added to the first run circuit of Twentieth Century Theatres here, making it a nine-house day-and-date formation.

The four theatres added are: the Century, from B & F; the Oakwood, from Famous Players, and the Odeon and Midtown from the circuit's second-run series of theatres. The move, effective the first of the year, is a continuation by Famous Players and associates to garner more money at the higher admission.

G. A. Hickey

(*Continued from page 1*)

tirement will be effective about that date.

Charles M. Reagan, vice-president and general sales manager, yesterday acknowledged Hickey's long and devoted service to the company as follows: "With a background of wide experience, he successfully opened, operated and supervised field operations of all sizes in every section of the country for our company. He has long been known as one of the most astute and hard working sales executives in our business and after these many years it is gratifying to us that he is afforded the opportunity to enjoy the fruits of his labor."

Hickey's show business history embraces an early career as an actor, which he gave up to become an exhibitor in New England. Selling his theatres, he entered distribution with the Selznick Co. at Boston, later becoming associated with Mutual and Triangle, then Goldwyn Pictures. In 1924, he was "merged" with that company into M-G-M ranks as a district manager.

Fete Wisc. Showman

MILWAUKEE, Wis. Dec. 13. — Russell Leddy, 64, of Green Bay, Wis., was honored at a luncheon here at the Schroeder Hotel by all segments of the industry.

THE CHRISTMAS PARTY OF THE YEAR!

You'll be glad you joined
the gang at AMPA'S
40th anniversary Showmanship
Christmas Party!

Laughs — nostalgia — good food —
drinks and presents galore
with
ROBERT 'BOB' C. ROTHAFEL,
Managing Director of Roxy Theatre,
as our Master of Ceremonies

ALSO GRAND PRIZE —
A Room Completely Wallpapered
by Bailet Wallpaper Co., Boston

PLACE: PICCADILLY HOTEL
45th Street West of Broadway

DATE AND TIME: Tuesday, December 18th at noon.

$4 for members • $5 for non-members

Anastasia

(CONTINUED FROM PAGE 1)

of Helen Hayes, the illustrious lady of the American stage, in one of her infrequent film roles. Miss Hayes plays the Russian dowager empress who alone can establish the identity of her granddaughter beyond a doubt. And, thirdly, there is Yul Brynner, the able actor of "The King and I" and "The Ten Commandments," who gives a further demonstration of versatility here as the mastermind behind a plot to establish that the heroine is the real Anastasia.

In a sense "Anastasia" is a mystery film, and exhibitors would do well to get behind this angle in their promotions, too. There is enough truth to the premise of the story to make it intriguing; there really was a woman who appeared in Germany claiming to be an escaped daughter of the Czar. In the picture a group of unscrupulous White Russians living in Paris (in 1927) conspire to take a nonentity off the streets who resembles the princess and pass her off as the real thing in order to collect her inheritance. The girl they select takes the part so well that the possibility is planted that she actually is the lost Anastasia.

By far the best scenes in the picture are those in which this poor girl, who has been in a mental asylum and is not sure herself of who she is, is groomed to behave like a royal personage. There is a fascinating suggestion of "Pygmalion" in these episodes between Miss Bergman, as the reluctant pupil, and Brynner, as the relentless taskmaster. He is mercilessly rigid in his demands on her, and when the public tests come and she is presented to Russian royalty in exile, she astounds him by the uncanny insight with which she carries the masquerade (if such it is) off.

COMING AFTER these scenes the "biggest" dramatic moment in the picture—that in which the heroine and the dowager empress finally come face to face—is something of an anticlimax. As "Anastasia" pleads desperately for recognition and the old lady stubbornly resists before she gives in, the observer's emotions are somehow not touched as much as they should be. This is partly due to the mechanical performance Miss Hayes gives in this scene and partly to the direction of Anatole Litvak, who otherwise has turned in a commendable job.

There are some other elements on the debit side, too. Some of the scenes are talky and static (the script is based on a play by Guy Bolton), and there is no romance in the conventional sense. However, Arthur Laurents, who wrote the screenplay, has pulled a switch at the end by having Miss Bergman run off with Brynner. (On the stage she eloped with a doctor, who is not even mentioned in the film).

Twentieth Century-Fox has certainly not stinted in making "Anastasia" —either in the distinguished supporting cast hired or the lavishness of costumes and sets. The latter are stunning in CinemaScope and color by De Luxe, and the whole production reflects the quality associated with Buddy Adler. Outstanding among the uniformly good support are Akim Tamiroff as one of more colorful of the conspirators; Martita Hunt as a flighty lady-in-waiting to the empress; and Felix Aylmer as a skeptical Russian aristocrat who almost becomes convinced Anastasia is alive. Running time, 105 minutes. General classification. For December release.

RICHARD GERTNER

File Suit to Bar Drive-In at Chicago

CHICAGO, Dec. 13—A suit to bar the erection of a drive-in theatre on the east side of Milwaukee Ave., between Dempster St. and Golf Road, for at least 11 years has been filed in Circuit Court here. The action was filed on behalf of the Rivergrove Theatre Corp., Volma Entertainment Corp., Business Associates, Inc., and Harold Abrahamson and his mother, Mrs. Theresa Abrahamson, under the firm name of Norwood Enterprises. The plaintiffs allege that a purchase agreement with the defendants for two outdoor theatres has a non-competition covenant which would bar operation of a theatre on the Milwaukee Ave. site.

Drive-In Projects Head L & G Meet in Boston

BOSTON, Dec. 13.—A round table general meeting of district and drive-in theatre managers of Lockwood & Gordon Enterprises was held at the circuit's home office here, conducted by Douglas Amos, general manager, and Arthur Lockwood, president.

Sixteen men attended the two-day session, discussing promotion and showmanship projects.

Open U-I Building

DETROIT, Dec. 13.—Dick Graff, branch manager of Universal Film Exchange, Inc., has announced the official opening of the new U-I building at 426 West Columbia here will take place on Monday.

Television Today

WebOperation

(*Continued from page* 1)

ing held at the Americana Hotel.

"I believe those who seek to evaluate the network service or criticize it, have a responsibility to understand this complex operation before arriving at judgments," he said. "Many of the ready-made opinions about networks come from those with only a surface knowledge of their operations."

At the same time, he acknowledged that "much of the hubbub" probably can be traced to networks themselves, adding: "I suspect we networks have failed to convey a proper understanding of what we are and how we operate to three basic groups: the public, the government and the press." In other highlights of his speech Sarnoff:

Announced that NBC in 1957 will provide the first live programming ever to be produced expressly for educational television stations on a national basis.

Stresses Public Service

Drew a "hopeful" picture of future network radio operations and expressed the belief that "we are approaching a base on which our radio operation can not only be maintained, but can grow in stature as an important public service."

Warned that television as a communications service will "ride a toboggan of decline" if the current flood of feature and syndicated film programs leads to displacement of network programs.

Welcomed three-network television competition as adding overall strength to the medium, but pointed out that with three intensely competitive networks a wider audience spread has resulted.

Praises Color-TV

Hailed color television as the "booster charge for our fourth decade."

Expressed confidence that governmental and FCC studies of broadcasting would result, "when all the facts are weighed on the scales of public interest," in a balance heavily in favor of the present network structure. But he reminded broadcasters that one of their principal tasks is to explain their complex business to representatives of government.

3 Join Ziv TV

Three former advertising agency sales executives joined the staff of Ziv TV this week, it was announced by Walter Kingsley, head of the company's national sales force. James Shaw and Jerry Kirby have been appointed to the Chicago office, Shaw as regional sales manager, Kingsley said. Jerry Harrison has joined the New York office, he said.

FCC Authorizes NBC To Buy Conn. Station

WASHINGTON, Dec. 13. — Federal Communications Commis despite the recent Justice Depart anti-trust suit against RCA-NBC day authorized NBC to buy a Britain, Conn., television, AM broadcasting station.

The Commission announced, l ever, that the authority was gra "without prejudice to whatever a the Commission may deem ap priate at such time as pending trust action involving NBC may terminated."

Justice last week charged NBC RCA with violating the anti- laws in connection with the acquis of television stations. The depart charged that NBC had used its po to grant or withhold network affili to coerce other firms into selling tions to NBC.

Acquisition of the New Britain tions. WKNB and WKNB-TV, $600,000 cash gives NBC the s station maximum permitted by FCC. The Commission allows VHF and two UHF stations. In proving the acquisition, the FCC authorized WKNB-TV to increas power and change its transmitter l tion.

NTFC To Elect

Dr. Alfred N. Goldsmith heads slate of officers and directors for as presidential nominee for the tional Television Film Council.

Who's Whe

Ole G. Morby has joined the tual Broadcasting System as busi manager, it is announced by **John Poor**, president of MBS. In the ne created post, Morby will service clients and act as sales liaison tween the networks radio affiliates national sales organizations, Poor s

□

John H. Norton, Jr., has b elected chairman of the board of Oliver Broadcasting Corp., it was nounced by **Harold H. Meyer**, pr dent of the company. Norton is vice-president of Mt. Washington in Maine, and the move was mad order to effect a closer relation with the Oliver Portland radio a ate, WPOR, Meyer said.

□

Roland Van Nostrand joined ABC TV network as an account ex utive this week, it was announced **William C. Gillogly**, Eastern s manager for the network. Nostr was formerly a sales account ex utive with Esquire.

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

80, NO. 115 NEW YORK, U.S.A., MONDAY, DECEMBER 17, 1956 TEN CENTS

n Reports

TONJ Mulls uying Fuel ollectively

mittee Is Named on sical Theatre Aids

By LESTER DINOFF

ed Theatre Owners of New has appointed a membership ittee to handle physical theatre ems, including the buying of g fuel on a group basis, ac- g to Sidney Stern, president of gional unit.

ly last year, Stern sent out a onnaire to all ATONJ members for information and viewpoints pics ranging from motion picture practices to the amount of fuel light bulbs used in a theatre ee. The compilation of results

(*Continued on page 4*)

icle Cites Brewer's i-Red Activities

M. Brewer, branch operations ger for Allied Artists, and his ctivities against communist in- ons of the n picture ry are ghted in a e article e Decem- 956 issue American n Maga-

Roy Brewer

wer, an tive of the r national ance of re and Employ- ring the strikes and communist es in the industry during the

(*Continued on page 2*)

Greyhound Agents Will Sell Cinerama Tickets

More than 8,500 Greyhound terminals and agents throughout the United States "will become box offices" for the 21 Cinerama theatres from coast to coast under a new plan announced at the weekend by R. J. O'Connor, staff vice-president of the Greyhound Corp., and Lester B. Isaac, national director of exhibition for the Stanley Warner Cinerama Corp.

Under the plan residents in areas with a Greyhound terminal or authorized agent can go to the ticket window and specify the date, locations and price they wish to pay for reserved seats in any one of the 21 Cinerama theatres.

"There is no requirement to purchase Greyhound transportation, but it is expected that many persons will pay their fares to the community where they plan to see the Cinerama showing," the announcement stated. Surveys have demonstrated that Cinerama theatres draw many patrons from areas as far away as 250 miles.

Johnston Plans Europe Trip in January

Eric Johnston, president of the Motion Export Association, will visit Europe in late January or early February to survey market conditions there for several weeks, according to an MPEA official.

Johnston also plans to look into the negotiations between the MPEA and the Iron Curtain countries for film sales, it was said.

Ripps to New Metro Post

The appointment of Herman L. Ripps to the post of West Coast division sales manager for M-G-M was announced at the weekend by Charles M. Reagan, vice-president and general sales manager of Loew's. Ripps succeeds George A. Hickey, who will retire December 31.

Herman Ripps

Ripps has been assistant eastern division sales manager for the company with headquarters in New York City. He goes to Los An-

(*Continued on page 4*)

Bernard Sholtz Joining Altec Sales Division

Bernard Sholtz will join Altec Service Co. Jan. 1 as special sales representative, according to an announcement by H. M. Bessey, executive vice-president. Sholtz, known to the industry as "Bernie," has served in various sales and executive capacities in the theatre equipment division of RCA since 1929. Prior to his retirement from RCA in 1954, he acted for several years as district manager of theatre equipment sales in behalf of a wide variety of product.

He entered the industry in the dis-

(*Continued on page 4*)

Three TV Networks Plan Extensive Coverage Of Eisenhower Inauguration Activity Jan. 21

Television Today..

The three major television networks have announced extensive schedules for coverage of the presidential inauguration in Washington on Monday, Jan. 21. They will televise all proceedings from pre-inauguration ceremonies to the inaugural balls.

The motorcade from the White House to the Capitol, the inauguration and address, and the return parade will be covered by over 60 cameras, including mobile units and crane cameras. NBC reports it will cover the ceremonies from 11:00 A.M. to 3:30 P.M.; CBS from 11:30 A.M. to 4:00 P.M. and ABC from 11:00 A.M. to 3:00 P. M.

As many as four inaugural balls are expected for the night of the 21st. The TV networks anticipate following President Eisenhower as he moves from one to another. ABC plans to cover the events over TV from 11:00 P.M. to midnight; CBS from 11:15 P.M. to midnight and NBC from 11:30 to midnight.

To Hear Views

Corporation Tax Hearing Set Jan. 24

Industry Council Protests Proposed Increased Rates

From THE DAILY Bureau

WASHINGTON, Dec. 16.—The Internal Revenue Service has set a public hearing for Jan. 24 on proposed new regulations boosting sharply the tax on certain corporate set-ups used by some stars and producers to get around high individual income taxes.

As of Friday noon, several groups had protested and asked to be heard, including Hollywood guilds and trade organizations. Deadline for protests was Saturday midnight.

Anyone asking to be heard before the 24th or at the time of the hearing will be heard, Service officials said.

Views presented at the hearing might or might not persuade the Service to modify the proposed regulations. In any event, it could be anywhere from a month to a year before

(*Continued on page 4*)

FJP to Name Winners Of 4th Annual Awards

Recipients of the annual "Mark of Achievement" awards made by the Amusement Division of the Federation of Jewish Philanthropies will be chosen shortly, according to Oscar Hammerstein II, chairman of the awards committee. The presentation luncheon will take place Tuesday, Jan. 8, in the Sheraton-Astor Hotel.

This year's luncheon will be the

(*Continued on page 4*)

MPAA Will Appoint Charles Egan in India

Charles Egan, veteran "New York Times" reporter, will shortly be named the representative in India of the Motion Picture Association of America, it was learned here. Egan has worked for the "Times" in New York and Washington, specializing in economic news.

The post in India was formerly held by Sir Clifford Agarwalla, who left it early last year.

Television Today Page 7

PERSONAL MENTION

GEORGE WELTNER, president of Paramount Film Distributing Corp., and JEROME PICKMAN, vice-president in charge of advertising-publicity, left New York by plane at the weekend for Hollywood.

•

FAYETTE W. ALLPORT, London representative of Motion Picture Association of America, arrived in New York at the weekend via B.O.A.C. from London.

•

EDWARD L. WALTON, RKO Radio administrative vice-president; WALTER BRANSON, vice-president in charge of worldwide distribution, and NAT LEVY, Eastern sales manager, are in Philadelphia today from New York.

•

MARC SPIEGEL, overseas representative for the Motion Picture Export Association, will return to New York on Wednesday from Europe.

•

ANDRE DE TOTH, director, has returned to New York from Copenhagen, and will leave here shortly for the Coast.

•

ROSSANO BRAZZI and MRS. BRAZZI will leave here aboard the "United States" today for Europe.

•

SAMUEL TAYLOR, writer-director, arrived in New York at the weekend from the Coast.

•

TONY PERKINS arrived in New York yesterday from Hollywood.

•

HAROLD RITTER, European manager for Eastman Kodak Co., will leave here today for France aboard the "United States."

•

KAY HARRISON, managing director of Technicolor, Ltd., arrived in New York on Saturday from London via B.O.A.C.

UA Mails Contest Data

The biggest exhibitor mailing ever undertaken by United Artists got under way recently with the distribution of 17,000 brochures announcing the "King of Showmen" contest awarding $2,500 in cash and a trip to Hollywood, for two, to the theatreman staging the best local promotion of Russ-Field-Gabco's "The King and Four Queens." The three-color mailing piece details the method of judging and the rules of the contest, which is open to all theatremen in the United States and Canada who play the film prior to June, 1957.

M. P. DAILY picture

THE REAL THING, that check. And so is the surprise of Mrs. Donald Bassist, Cambridge, Mass., librarian as "Strike It Rich" master of ceremonies Warren Hull on Friday at noon handed her $20,000. Mrs. Bassist won the Lustre Creme $35,000 Sweepstakes, correctly naming Marilyn Monroe as Top Money Making Female Star in the annual poll of Motion Picture Herald for Fame. William Gaines, Lustre Creme division sales manager for Colgate-Palmolive, is at the left.

Yates Answers Charges On Roy Rogers Films

The statement that Roy Rogers is reported to have made at the recent National Allied convention in Dallas to the effect that he "couldn't make theatrical westerns at Republic in recent years because president Herbert J. Yates had a club over my head," has been replied to by Yates in a letter addressed to Allied President Ruben Shor.

Says Company Launched Rogers

Yates told Shor that his company had launched and established Rogers and made 81 pictures with him over a 13-year period. It did not renew his contract in 1951 because of "higher production costs and decreasing exhibitor demand for the films." Yates said the re-releasing of Rogers films began in 1948, three years before his contract expired.

Foreign Film Critics Elect New Officers

The Film Critics' Circle of the Foreign Language Press elected Dr. Tibor Weber, editor of the Hungarian Journal, president for 1957 at their annual election which was held here late last week.

Dr. Richard Van Dyck, film editor of Aufbau, was elected vice-president; Mrs. Anna Krasna, editor of Glas Naroda, was named recording secretary, and Leopold J. Obierek, editor of Czas, was elected treasurer. Sigmund Gottlober, director of the American Foreign Language Press, was re-elected executive secretary.

Legion 'C' to 'Woman'; Puts Two in Class B

The Italian film "Woman of Rome," which is being released in this country by the Distributors Corp. of America, has been placed in the Class C or "condemned" category of the National Legion of Decency. The Catholic reviewing group stated its objections to the picture as follows: "The immoral atmosphere in which the theme of this picture is developed is replete with suggestive situations, dialogue and costuming. Furthermore, its subject matter is highly questionable for entertainment motion picture purposes.

Six in Class A

The Legion placed three films in Class A, Section I (morally unobjectionable for general patronage); "Baby and the Battleship," "Utah Blaine," and "Westward Ho, The Wagons."

In Class A, Section II (morally unobjectionable for adults are "Cyclops," "Full of Life," and "The Great Man."

In Class B (morally objectionable in part for all) are "The Rainmaker" because it "reflects the acceptability of divorce" and "suggestive sequences," and "Scandal in Sorrento" because of "suggestive costuming, dancing and situations."

Agencies Seeing 'World'

Representatives from 50 leading New York advertising agencies will be the guests of Shamus Culhane Productions at the Wednesday evening showing of Michael Todd's "Around the World in 80 Days," which features an animated sequence produced by the Culhane studios.

Brewer Cited

(*Continued from page 1*)

1940's, was recently criticized by Fund for the Republic for his "to methods and for interfering with "civil liberties" of exposed com nists, according to Clarence W bury, author of the article.

In the words of Woodbury, "may be construed as a shining bute—since there is doubt a whether the Fund stands as a fr or foe in America's struggle ag communism." In the magazine ar "A Man Named Brewer," Wood outlines Brewer's activities in hel expose the communist influenc Hollywood.

Brewer started in the film ind at the age of 12 as janitor and winder in a Nebraska theatre. staged a one-boy strike when a to take extra duties and shortly f his way to the IATSE, where, a he became the youngest person to head a state federation.

'Most Instrumental Factor'

In 1945 he went to Hollywoo help represent IATSE during painters' strike. Strange activ among labor organizations led hi investigate more closely and to cover the depth of the comm infiltration of the industry, re Woodbury. From then on he be an outspoken fighter against Hollywood Reds, employing the harsh policies which they use their side, and is credited by American Legion with being on the most instrumental factors in posing their schemes for contr the industry.

Gross-Krasne Adding Tenth Sound Studio

HOLLYWOOD, Dec. 16.—G Krasne, Inc., has acquired the M Theatre, which is located adjace the California Studios lot, G Krasne's production unit. The th will be converted into a sound s bringing the total number of s stages at the California studio to the company said.

The acquisition also marks fourth anniversary of Gross-Kra taking over the studio. Building the lot, in four years four other s stages have been added as well a cutting rooms, and 40 offices.

Serialize 'Wrong Man

A six-part newspaper serializatio Alfred Hitchcock's Warner Bros. duction of "The Wrong Man," ring Henry Fonda, is being n available by Warner Bros. The se ization is illustrated with scenes the picture and is being service an exclusive basis in each city.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. S Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. We Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2. Hope Williams nup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, days and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100, Cable address: "Quigpubco, New York." M Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture He Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a pa Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the a March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

it's in the wind... WOW! is the word!

ON SHOCK VALUE ALONE
WOULD ATTRACT BOX OFFICE
ATTENTION...SOCK PERFORMANCES."
VARIETY

WOW!
ritten n the ind

A Universal-International Picture
...AVAILABLE DEC. 25th

WOW!
ritten n the ind

"...will be written in long remembered black figures in ledgers of theatres fortunate enough to exhibit it..."
BOXOFFICE

A Universal-International Picture ...AVAILABLE DEC. 25th

WOW!
ritten n the

A Universal-Internatio
...AVAILABLE

"...High, human drama wrought masterfully...Should record very well at the box office."
MOTION PICTURE HERALD

WOW!
ritten n the ind

A Universal-International Picture
...AVAILABLE DEC. 25th

Universal-International presents

Written on the WIND

TECHNICOLOR®

starring

ROCK HUDSON · LAUREN BACALL
ROBERT STACK · DOROTHY MALONE

with

ROBERT KEITH · GRANT WILLIAMS · HARRY SHANNON

Directed by DOUGLAS SIRK · Screenplay by GEORGE ZUCKERMAN · Produced by ALBERT ZUGSMITH

Universal International

TENT TALK

Variety Club News

LONDON—The Variety Club of Great Britain has elected the following officers for 1957: chief barker, Mike Frankovich; first assistant, Sir Tom O'Brien, M. P.; second assistant, Billy Butlin; property master, Monty Berman; dough guy, John Harding.

△

SAN FRANCISCO—New Variety Club Tent No. 32 officers for 1957 are Irving Levin, chief barker; William Thedford, first assistant; Frank Harris, second assistant; Sam C. Levin, property master; Al Pierotti, dough guy. Elected as canvasmen were Charles Maestri, Jack Blumenfeld, Robert Naify and Roy Cooper.

△

DALLAS — The Variety Club of Dallas, Tent No. 17, has unveiled and dedicated its new club rooms on the ninth floor of the Hotel Adolphus. Chief Barker Clyde W. Rembert, under whose regime the move was made, received a standing ovation upon opening the ceremonies. Other speakers with Rembert were Edwin Tobolowsky, first assistant chief barker; John H. Rowley, international chief barker; Robert J. O'Donnell, international ringmaster; and George Hoover, international executive director. Don C. Douglas was toastmaster, and Msgr. W. J. Bender delivered the invocation.

△

BUFFALO—Harold Bennett, manager of the Buffalo branch of National Screen Service has been elected chief barker of Tent 7, Variety Club of Buffalo, succeeding Elmer F. Lux. Other new officers named for 1957 are: first assistant barker, George H. Mackenna, general manager, Basil's Lafayette; second assistant, Samuel Geffen, Warner Bros. Pictures; property master, V. Spencer Balser, Basil Theatres; and dough guy, Francis Maxwell, RKO Radio. The new officers will be installed Dec. 29 and an installation dinner-dance will be held in the club's headquarters on Jan. 26.

HAWAII HOLIDAY!

7 days —$469.50 from New York, plus tax, including hotel and air fare

Fly United DC-7s, world's fastest airliners, ALL First Class, or DC-6Bs, ALL Air Coach. 2-abreast seating comfort on all Mainliner® flights.

UNITED AIR LINES

REVIEW:

Don't Knock the Rock

Columbia

THE COOL CATS are jumping again in this lively Columbia film starring Bill Haley and his comets, Alan Dale, Alan Freed, the Treniers, Little Richard and Dave Appell and his Applejacks, all high priests of the rock 'n roll cult, and all performing their musical rites with the expected frenetic enthusiasm.

This time around the cats have a somewhat defensive air about them, as Dale, a particularly cool crooner, gets blacklisted by his home town mayor for his alleged deleterious effect on the morals of the teenagers. The mayor, Pierre Watkin, boycotts Dale and his boys and there are a bevy of assorted misunderstandings, along with a pallid romance between Dale and Patricia Hardy, before everyone gets back in the groove and all-out recognition for the cult of the rock 'n roll is achieved.

The story is thrown out a window anyway when the cats start cantering, and everyone forgets his dialogue and settles back for some real hot rock 'n roll, delivered in inimitable fashion by Haley and his boys.

The song numbers include "Don't Knock the Rock," "Goofin' Around," "Hook, Line and Sinker," "Calling all Comets," "Hot Dog, Buddy Buddy," "Your Love Is My Love," "You're So Right," "Gonna Run," "Long Tall Sally," "Rip It Up," "Tutti Frutti," "Country Dance," "Apple-Jack," "Rockin' on Sunday Night," "Out of the Bushes," and "I Cry More."

Robert E. Kent and James B. Gordon wrote a fast-paced screen play and the frenetic dances, executed by some fiercely lively teen-agers, keep things going like a zephyr. Produced by Sam Katzman as a Clover production and directed by Fred F. Sears, the film includes in its hard-working cast Jovada and Jimmy Ballard, Fay Baker, Jana Lund, Gail Ganley, George Cisar, and Dick Elliott.

Running time, 80 minutes. General classification. For January release.

LAWRENCE J. QUIRK

ATONJ Plan

(*Continued from page* 1)

had not been disclosed by ATONJ until now.

"Our members used over 1,500,000 gallons of fuel for heating their theatres last year," Stern said. "The committee was appointed to investigate the feasibility of ATONJ buying heating fuel on a group basis instead of each theatre buying its own separately. If such a proposal could be worked out successfully, it would result in large savings to ATONJ members," he said.

Stern said at the weekend that at a recent meeting of his unit a number of other topics were discussed. "We heard a report from our delegates on the national Allied convention and on the Motion Picture Association of America's business building plans," he said, adding that ATONJ is highly in favor of any program which will build business. Other topics which were discussed were national Allied's new position on arbitration and conciliation, the Council of Motion Picture Organizations and the New Jersey Federation of Exhibitors.

Stern said that ATONJ appointed a committee to come up with a number of proposals on broadening the scope of the Federation's activities.

He said that the membership also conferred on "a feeling of closer cooperation with Theatre Owners of America" as is being pursued by national Allied.

ATONJ's annual convention will be held at the Concord Hotel, Lake Kiamesha, N.Y., next June 2, 3 and 4, according to Sidney Stern.

FJP Awards

(*Continued from page* 1)

fourth annual event of its kind marking the achievements of those who have reached the top in their chosen field of endeavor among the stage, screen and radio-television professions.

Charles B. Moss, B. S. Moss Corp., general chairman of the industry Federation drive, has announced that a committee of industry leaders have banded together to formulate plans for this year's luncheon, which they will try to make the biggest one ever held by the Amusement division. Associate chairmen include: Leon Goldberg, United Artists; Leo Jaffe, Columbia Pictures, and Harold Rinzler of Rinzler & Frisch.

Adolph Schimel, vice-president and general counsel of Universal Pictures, and Samuel Rosen of Stanley Warner Corp., will serve as co-chairmen of the motion picture section of the division. Barney Balaban of Paramount Pictures is chairman of the special gifts committee.

Representing the exhibitors committee as chairman is Lester Schwartz of Century Theatres, and Saul Jeffee, of Movielab, and William J. German, of W. J. German, are co-chairmen of the laboratories group. Head of the film exchange committee will be Myron E. Sattler of Paramount.

Ripps Name

(*Continued from page* 1)

geles to take up his new assignm early in January.

Ripps forsook a career in engin ing, for which he prepared at Syra University, for training with M-(beginning in 1928. He learned facets of branch operation by worl in booking, accounting, sales and n agement posts in numerous bra offices before becoming M-G- youngest bra manager, at bany, in 1 He was up to district n ager in ch of the Alb Buffalo a New Ha territories 1945, becon assistant E ern divi sales manag 1947.

George Hickey

Ripps is a tive New Yorker, married and father of two teen-age sons an daughter.

The retirement of Hickey was nounced late last week by M-G with whom he has been for 40 ye On December 31 he will complete years of supervision of sales in company's Los Angeles, San Fran co, Seattle, Portland and Salt L City branch office territories.

Started As Thespian

Hickey's show business history braces an early career as an a which he gave up to become an hibitor in New England. Selling theatres, he entered distribution the Selznick Co. at Boston, later coming associated with Mutual Triangle and joining Goldwyn Pict when that organization went business. In 1924 he was "merg with that company into M-G-M r as a district manager.

Tax Hearing

(*Continued from page* 1)

the final regulations are issued become effective. The Service presently proposing, however, the regulations be retroactive to J 1954.

The proposed regulations would at high personal holding company rates certain corporations set up stars who are producers dependent their financing on contracts calling the service of the star or produ and supporting talent.

Scholtz Joining Altec

(*Continued from page* 1)

tribution department of Selznick, lowed by associations with War and Fox, and in 1929 was appoi sales manager of the RCA sound vice known as Photophone, mar the introduction of sound-on-film. was with RCA continuously until retirement in 1954.

You're OUT-IN-FRONT!

. . . in your lobby and foyers with these brand new, custom-made King-Size Displays of

THE KING and FOUR QUEENS

They're so *special*, so *big*, so *far out in front* of other advertising . . . that they speak for themselves! Here's your Big chance to really splash your theatre with color and showmanship . . . and to pre-sell and exploit your attraction . . . *in a different way!*

Designed especially for this picture, these huge Displays are the latest word in advance selling!

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

GIANT *Custom-Made* **DISPLAY** *50 x 80!*

FULL COLOR

IT'S A WHOPPER OF A DISPLAY!

Huge . . . crowd-stopping . . . so colorfully new . . . this Standee is specially designed and aimed to 'sock *'em in the eye'* right away!

DOOR PANEL DISPLAYS MAKE STRIKING SETPIECE, TOO!

Jampack your Doors . . . fill your Foyers . . . with great crowd-catching panels and screens! Its tremendous approach in such a *special* way gives you a head start in your campaign!

it's Merry Christmas Salute Time*

Be generous this year. Give more than before to keep your Hospital going and growing. You're only asked once yearly, you know, but the protection to you is continuous.

Employers, boost the Salute in your Company . . . Executives, boost the Salute in your Department . . . Employees, boost the Salute in your conscience and your heart.

Your own hospital

Sponsored and Operated by the MOTION PICTURE INDUSTRY for the Entire Entertainment World

* *Time for Cheerful Giving to* **WILL ROGERS MEMORIAL HOSPITAL and RESEARCH LABORATORIES**

National Office: 1501 Broadway, New York 36, N. Y.—***Saranac Lake, N. Y.***

Will Rogers Hospital gratefully acknowledges the contribution of advertising production by M-G-M, and of space by this publisher.

OUR VIEW

WAS late in the year of 1926 at the National Broadcasting ompany came into being as of the Radio Corporation of ica, and this year that small is celebrating its thirtieth an- sary. The development and th, sometimes phenomenal, al- constructively, of NBC over intervening 30 years, has been olic and truly reflective of the th and development of the industry of which it is so vital rt.

•

hind it all is the genius of David off, the man to whom electronic ns are but the forerunners of fic and practical adjuncts to the nunications media which have so much a part of our advancing zation. Since that first broad- on radio November 15, 1926, the dcasting company has grown to oothly-operating combination of ision and radio networks, with radio stations and 207 television ns included among the affiliates he organization. And in those , NBC and its proud parent, have pioneered hand in hand ing new vistas of entertainment, htenment, courage and informa- to a nation avid for news and fun always intelligently curious.

t there is yet another side to coin, that of public relations or may be described as a corpo- sense of responsibility to the ic which it serves, and the nation hich it is a part. And in those years NBC has operated with nsistent understanding of the role h its public service character has ed it to assume. Here is a facet ompany operation whose impor- e cannot be overemphasized. It the warp and woof of the Amer- system.

•

ith respect to that very system hich we are all so proud, and h is clearly limned in such op- ons as that of NBC and RCA, it lt in this corner that the "Monop- cry which is raised to the hea- by Governmental and some pri- sources by reason of the "big- " of such as NBC, is unfair, un- stic and basically inimical to the imum advancement of the indus- and in turn the nation's facilities. by reason of the size, financial ility, physical resources and that ng initiative which is possible when finances are adequate have corporate entities as NBC been to produce the advances, the elopment and the splendid inno- ons which have marked the prog- of the industry.

nder the sharply intelligent and ly alert executive hand of Rob- W. Sarnoff, with his key aides, the wise guidance of General off, such forward steps as the espread use of color television may be expected to continue. The next thirty years look from here as bright, as promising, as full of excited expectancy as the thirty which have just passed.

—Charles S. Aaronson

Television Today

Radio, TV Retail Sales Show Drop in October

WASHINGTON, Dec. 16.—Retail sales of radio and television receivers in October fell below the level of September figures and were under sales registered for October, 1955, it was announced today by the Radio-Electronics-Television Manufacturers Association.

TV sales in October, 1956, are shown at 684,000 as against 764,000 for September and 746,000 as reported in October, 1955. Radios sold are recorded as 586,000 for this October as against 757,000 in September and 724,000 the previous October. Radio figures are exclusive of automobile radio sales.

Radio Production Rises

Factory production of radio receivers increased over the September level while the TV output declined, the manufacturers reported. Cumulative figures for the first ten months of 1956 show the production of 6,080,052 TV sets and 10,884,760 radio sets. Each shows a drop of about 500,000 from the first ten months of 1955.

'Rocket 86' Package Sold in 16 Markets

More than $1,500,000 in exhibition contracts for the newest group of Twentieth Century-Fox motion pictures has been reported by Ely Landau, president of National Telefilm Associates. This newest group of feature length films from the Fox library, called the "Rocket 86" package, has been sold in 16 markets since it was offered to stations only last week.

Stations buying the "Rocket 86" package of films include: WCAU-TV, Philadelphia; KFSD-TV, San Diego, Calif.; WTVT, Miami; WJAR-TV, Providence; KHQ - TV, Spokane, Wash.; KTNT-TV, Tacoma, Wash.; KJEO-TV, Fresno, Calif.; WTVH-TV, Peoria, Ill.; WRAL-TV, Raleigh, N. C.; WBNS-TV, Columbus, O.; WGBI-TV, Scranton, Pa.; WHTN-TV, Huntington, W. Va.; WBEN-TV, Buffalo, N. Y.; WMCT-TV, Memphis, Tenn.; KTVH-TV, Hutchinson, Kan., and WKNB-TV, W. Hartford, Conn.

The new "Rocket 86" contains the first group of 78 pictures NTA acquired from Fox last month. Eight other films, including Somerset Maugham's "Encore" and "Trio," complete the package.

The Critics Say . . .

As influential as the many nation-wide syndicated TV columnists, are the hundreds of local newspaper critics whose views — though they inevitably reflect regional preference — more often than not have national validity. These reporters, asked to vote again this year in the annual Motion Picture Daily-FAME poll of television talent and shows, added a variety of comments on their views of the industry. Among them were the following reports from Illinois, Missouri and Indiana. If the city represented has a TV outlet, the name of the station and its affiliation appear in brackets, along with the population of the city or town.

Larry Walter, Chicago Tribune, Chicago, Ill. (WBBM-TV, CBS; WBKB, ABC; WGN-TV; WNBQ, NBC; WTTW, non-commercial): "The best single special series of the year was the convention coverage, although the most disappointing series was coverage of the campaign itself. There is too little concern with the individual viewer and too great an emphasis on sponsor appreciation. Commercials seem to have improved more than the programs have . . ."

Don E. Thornton, St. Joseph News-Press, St. Joseph, Mo. (KFEQ-TV, CBS, ABC; 78,588): "1956 saw the best national and international news coverage since the start of television! What TV needs most is even better and fuller coverage of news which is of world-wide interest to everyone . . ."

Howard Archer, News-Sentinel, Rochester, Ind. (4,673): "Untimely commercials during sports events and dramatic shows are annoying. There are too many films during daytime programming, but a need for more educational films and fewer of the western variety.

Name Aubrey ABC-TV Head of Programming

James T. Aubrey, Jr., has joined the ABC television network in charge of programming and talent, it was announced at the weekend by Oliver Treyz, vice-president in charge of ABC-TV.

Aubrey, who has resigned as manager of network programs for CBS television, Hollywood, will be proposed as an ABC vice-president at the next meeting of the board of directors of American Broadcasting-Paramount Theatres, Inc.

Who's Where

Robert R. Max has been named manager of the merchandising division for California National Productions, Inc., it was announced by **Robert D. Levitt**, vice-president and general manager of the NBC subsidiary company. He will handle all aspects of merchandising for consumer goods manufacturers and retailers in connection with California National TV programs and personalities.

□

Murray Benson has been appointed sales manager of CBS Television Enterprises, the merchandising section of the TV network, it was announced yesterday by **Sydney Rubin**, director of the section. Benson was formerly merchandising director of Martin Stone Associates.

□

Norman Felton has been signed as a producer-director by CBS television, it was announced by **Harry Ommerle**, CBS TV vice-president in charge of network programs. Felton was associated with "Robert Montgomery Presents" for six years.

□

Roger W. Clipp has been elected vice-president, radio and television division, Triangle Publications, Inc., it was announced by **Walter H. Annenberg**, president of the company. Clipp has been general manager of the division since its inception early in 1955.

□

George C. Hatch has been named director of District 14 of the National Association of Radio and Television Broadcasters, it was announced. Hatch, chairman of the board of Intermountain Network, will supervise activities of the national association in six Western states.

Guild Films' November Sales Over Million

Guild Films, Inc., has reported sales in excess of $1,100,000 of its TV programs during the month of November, it was announced by John Cole, vice-president for sales. All of Guild Films program series, as well as its cartoons and feature films figured in the sales, and were recorded in markets throughout the country and Canada.

The record sales reveal Liberace continuing to run strong with 11 renewals during the month, two in Canada, and the regional sale of Jack London's Captain David Grief to D-X Sunray Oil for 40 markets. Other programs that showed considerable strength in November included Raymond Massey's I Spy and Confidential File.

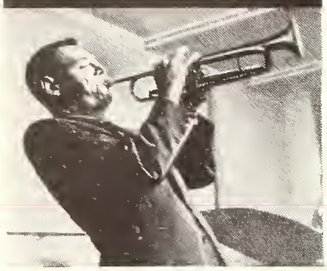
You'll agree when you play it: **IT'S THE MOST!**

TOM EWELL

JAYNE MANSFIELD

EDMOND O'BRIEN

JULIE LONDON

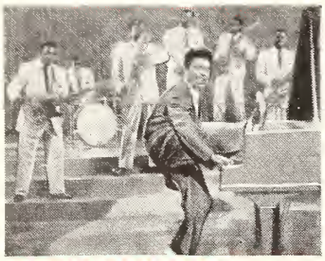


RAY ANTHONY

BARRY GORDON

FATS DOMINO

THE PLATTERS



LITTLE RICHARD and his BAND

GENE VINCENT and his Blue Caps

THE TRENIERS

EDDIE FONTAINE

THE CHUCKLES

ABBEY LINCOLN

JOHNNY OLENN

NINO TEMPO

EDDIE COCHRAN

Rock and roll yourself into your happiest time

with

THE GIRL CAN'T HELP IT

from 20th Century-Fox in

CINEMASCOPE

COLOR by DE LUXE

Produced and Directed by

FRANK TASHLIN

Screenplay by

FRANK TASHLIN

and

HERBERT BAKER

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

80, NO. 116 NEW YORK, U.S.A., TUESDAY, DECEMBER 18, 1956 TEN CENTS

Two States

ees Efforts o Reestablish ensor Laws

er Areas Also Viewed ely to Seek Renewals

By J. A. OTTEN

ASHINGTON, Dec. 17.—The in- y can expect strong efforts to e film censorship laws in Ohio Pennsylvania next year, according anning Clagett, director of state ative activity for the Motion Pic- Association of America.

these two states, film censor- laws were recently rendered in- tive and efforts to revive the came close to success during the year. Renewed efforts will un-

(*Continued on page 4*)

-Production Drive 'Kwai' Publicity

By LESTER DINOFF

lumbia Pictures, in what is be- onsidered by company executives n "unprecedented" move will l between 000 and 000 in an month pre- uction and production city cam- for Sam el's "The e on the Kwai," will be in Cey- according ul N. La- Jr., vice- dent in charge of advertising, city and exploitation.

Paul Lazarus

zarus also said here yesterday

(*Continued on page 5*)

Television Today

Page 5

Fox Will Produce 30-40 In 'Scope During 1957

HOLLYWOOD, Dec. 17 — Twentieth Century-Fox will produce from 30 to 40 pictures in CinemaScope during 1957, it was announced today by Spyros P. Skouras, president, and Buddy Adler, executive producer.

Presently scheduled are five features in January, three in February, four in March, three in April, four in May, two in June, one in July and two each in August, September, October and November.

No-Hindrance Pledge by Board

Academy's Tacit Nod To 'Sweepstakes' Plan

Makes Stipulations Regarding Wording Used; Tamarin Sees Action 'Historic'

By WILLIAM R. WEAVER

HOLLYWOOD, Dec. 17 — The Academy of Motion Picture Arts and Sciences board of governors at its meeting voted to raise no objection to the proposed "Oscar Sweepstakes," which is tantamount to approving the project in all but active endorsement. The Academy made specific stipulations regarding the wording to be used in conducting the sweepstakes, and with regard to reproducing the Academy statuette, but pledged itself to institute no legalistic opposition.

The governors voted after the pro-

(*Continued on page 4*)

EDITORIAL

The Code Revision

By Martin Quigley

THE APPROVAL last week of a revision of The Production Code by the directors of the Motion Picture Association of America constitutes in many significant respects an even more noteworthy development than the original acceptance of the Code by the organized industry in 1930.

That this fact should have been so generally overlooked both in the industry press and in the general press would seem extraordinary but actually is not. Few persons except those directly concerned either inside or outside the industry have taken the trouble accurately to inform themselves as to what the Code is and how and why it works. And this despite the fact that the Code in the past twenty-seven years has been an unparalleled influence upon motion pictures and a highly important factor in the affairs of the industry at home and abroad.

Eric Johnston, to whose generalship much credit is due for both the fact of the revision and also for the character of the revision, recently remarked that without the Code and its influence upon United States production our pictures could not have attained their present position of preeminence in the foreign market. The story of its effect at home is too evident to need comment.

IN 1930 THE ORIGINAL DRAFT of the Code was accepted in Hollywood and New York with uncertainty and apprehension. It was a radical experiment of a kind never previously attempted in the long history of theatrical entertainment. It involved mainly a flat-footed acceptance of the thesis that the producer is accountable for the moral influence of the entertainment which he puts before the public. Hardly had the Code been introduced than there developed both in Hollywood and New York a feeling that perhaps after all the industry had gotten hold of a tiger by the tail. This feeling led to an indifferent application of the principles and regulations of the Code in its early years.

As time went on the Code and its character and effect became better known and understood. Gradually it won some ardent friends. It also encountered some bitter enemies. Interestingly enough from the latter group eventually came several of the staunchest supporters the Code now enjoys.

The significance of last week's action of the Association in revising

(*Continued on page 4*)

Appoint Wolfe Cohen WB Vice-President

Wolfe Cohen, president of Warner Bros. Pictures International Corp., was elected a vice-president of Warner Bros. Pictures, Inc., at a meeting of the company's board of directors.

Wolfe Cohen

Cohen joined Warner Bros. in 1925 as branch manager in St. John, Canada. He was promoted to Canadian district manager in 1942 and then was appointed sales manager in charge of Oceana,

(*Continued on page 2*)

NT 1956 Net Income Up Sharply Over '55

From THE DAILY Bureau

LOS ANGELES, Dec. 17—Elmer C. Rhoden, president of National Theatres, today revealed, in his annual report to stockholders, that the corporation's earnings, including capital

(*Continued on page 4*)

PERSONAL MENTION

MURRAY SILVERSTONE, president of 20th Century-Fox International, is scheduled to return to New York from the Coast today.

•

SEYMOUR POE, executive vice-president of I.F.E. Releasing Corp., will leave New York by plane on Thursday for Hollywood.

•

MORI KRUSHEN, United Artists exploitation manager, is in Detroit today from New York.

•

MRS. EDWARD CUTLER, wife of the Allied Artists salesman in Cleveland, is the mother of a daughter born there at Mt. Sinai Hospital.

•

CECIL C. BERNSTEIN, a director of Granada Theatres, Ltd., London, will return to England today from New York today via B.O.A.C.

•

MICHAEL RENNIE is scheduled to arrive here today from London via B.O.A.C.

National Board Names 'World' Best of '56

Michael Todd's "Around the World in 80 Days" has been chosen as the best picture of 1956 by the Committee on Exceptional Films of the National Board of Review of Motion Pictures. Henry Hart, chairman of the committee, and editor of the board's magazine, "Films in Review," said the choice was the result of the committee's belief that "Around the World in 80 Days" had "utilized, more fully and more successfully than any other '56 film, the artistic and technical resources which distinguish the motion picture from the other arts."

The board's list of the ten best also included "Moby Dick," "The King and I," "Lust for Life," "Friendly Persuasion," "Somebody Up There Likes Me," "The Catered Affair," "Anastasia," "The Man Who Never Was" and "Bus Stop."

"The Silent World" was selected as the best foreign film shown in the U.S. during 1956. John Huston was named the year's best director for "Moby Dick." Dorothy McGuire was chosen as the year's best actress for "Friendly Persuasion." Yul Brynner was voted the best screen actor of the year for his performances in "The King and I," "Anastasia," and "The Ten Commandments."

Susse Appointed MGM Manager at Albany

The appointment of Edward R. Susse as M-G-M branch manager at Albany effective January 4 was announced yesterday by Charles M. Reagan, vice-president and general sales manager of Loew's Inc. Susse succeeds Jack Goldberg, branch manager at Albany since April 21, 1947, and associated with M-G-M in various sales capacities at Detroit, Cincinnati, Washington and Albany for almost 29 years.

Edward Susse

Goldberg's retirement was announced simultaneously by Reagan who said, "Although Goldberg has reached retirement age, he is active and leaves the organization with our very best wishes for his continued good health for many years to come."

Susse, also an M-G-M veteran, is a native of Brooklyn. He joined the company in New York late in 1932 and rose from contract clerk to booker there. He was transferred to Albany where he became office manager. He was promoted to salesman at Buffalo about eight years ago.

Appoint Cohen

(*Continued from page* 1)

South America and the Far East in 1944. He was promoted to his present post in 1948.

Cohen is in charge of all Warner Bros. operations overseas, which include activities in countries the world over with the exception of those behind the Iron and Bamboo Curtains.

Odeon Will Acquire Garson Circuit Interest

TORONTO, Dec. 17—The Odeon Theatres (Canada), Ltd., will acquire the Garson Theatres, Ltd., interest in the joint enterprise operated by the two circuits in the Maritimes on Dec. 31, when A. I. Garson, general manager of the joint enterprise, plans to retire.

As a result of the retirement, Odeon will take over the operation of 15 theatres in the Eastern section of Canada, comprising the Maritime District of the joint organization.

The theatres are located in Halifax, Saint John, Moncton, New Glasgow—including the Highland Drive-in—Stellarton, North Sydney, Sydney Mines and Yarmouth.

It's Official: Jerry Lewis To Play The Palace in Feb.

It was made official yesterday that Jerry Lewis will play the Palace Theatre with the announcement that he and Sol Schwartz, president of RKO Theatres, have signed an agreement calling for personal appearances starting Thursday night, February 7.

All seats will be reserved and will go on sale immediately for all performances of the four week engagement which must be limited to that period because of Jerry's prior commitments. There will be nine shows weekly, every night except Monday, and three matinees, Wednesday, Saturday and Sunday.

'Baby Doll' Denounced By Cardinal Spellman

Cardinal Spellman warned New York Roman Catholics at a solemn high Mass Sunday that they would commit sin by seeing "Baby Doll," the Elia Kazan-Warner Bros. production condemned last month by the National Legion of Decency.

The Cardinal denounced the picture in person in one of his rare appearances in the pulpit of St. Patrick's Cathedral.

Cardinal Spellman called the picture "evil in concept and certain to exert an immoral and corrupting influence." In addition to the film's "revolting theme," he also condemned "the brazen advertising promoting it."

Elia Kazan issued a statement defending the film and the Production Code Authority approval of "Baby Doll." "In this country, judgments on matters of thought and taste are not handed down iron-clad from an unchallenged authority," he said. "People see for themselves and finally judge for themselves. That is as it should be."

A statement issued from Key West, Fla., in behalf of Tennessee Williams, author of the script, said: "I cannot believe that an ancient and august branch of the Christian faith is not larger in heart and mind than those who set themselves up as censors of a medium of expression that reaches all sections and parts of our country and extends the world over."

'Baby Doll' Premiere At Victoria Tonight

The world premiere of Warner Bros. Elia Kazan production, "Baby Doll," will take place tonight at the Victoria Theatre on Broadway. Tickets for the formal affair are $50 each, the proceeds to go to the Actors' Studio Fund, which anticipates a benefit of $30,000 from the performance.

Rogers Yule Show Tonigh

The third annual Christmas Sh gift for the staff and patients of t entertainment industry's Will Rog Memorial Hospital at Saranac La New York, which is sponsored New York's Cinema Lodge of B'n B'rith with the cooperation of t American Guild of Variety Artis will be given at the hospital tonig

Accompanied by Burton E. R bins, past president of Cinema Loc who first conceived the idea a Marge Coate, director of sick a welfare for AGVA, the troupe l New York last night by train for hospital where they will be gree this morning by Dr. George E. W son, medical director of the hosp and Ned E. Shugrue, executive vi president. Participants in the sh include Smith and Dale and Ma Smith; Helen Kane and her husb Dan Healy, the Two Zephyrs, Pal Bob Coffee and Lee Marmer and accompanist authorized by Local of the American Federation of M cians, which is a participant.

Shapiro, Livingston Aides

Robert K. Shapiro, president Cinema and Milton Livingston, v president, served with Robbins on committee for this year's show.

Warner Bros. Dividen

The Board of Directors of War Bros. Pictures, Inc., Friday decla a dividend of 30c per share on c mon stock, payable Feb. 5, 1957. the stockholders of record Jan. 1957.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center
MARLON BRANDO · GLENN FORD
MACHIKO KYO
starring in CinemaScope and METROCOLOR in
"THE TEAHOUSE OF THE AUGUST MOON"
AN M-G-M PICTURE
and THE MUSIC HALL'S GREAT CHRISTMAS SHOW

MOVIELAB
TV
FILM SERVICE CENTER
• EDITING ROOMS
• STORAGE ROOMS
• SHIPPING ROOMS
• OFFICES
PROJECTION ROOM FACILITIES
MOVIELAB BUILDIN
619 W. 54th St., New York
JUdson 6-0367

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. St Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Wea Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams nup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, days and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Ma Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Her Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

n 1957
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Five More Companies Set Holiday Closings

Five more of the major distribution companies here have announced office closings for the holiday period. Those for Twentieth Century-Fox, United Artists, Paramount and Allied Artists were reported in the Dec. 13 issue of MOTION PICTURE DAILY.

Columbia will close Monday, Dec. 24, but there has been no official announcement yet as to whether employees will receive any time off on Monday, Dec. 31. The annual Christmas party at Columbia has been cancelled because of the death of Jack Cohn, executive vice-president, last week.

A Choice at Warners

Universal will close Monday, Dec. 24, and at 3:00 P.M. the following Monday. M-G-M offices will close Dec. 24 and at 1:00 P.M. Dec. 31. Offices at RKO will shut down on Monday, Dec. 24. At Warner Bros., employees will be off Monday, Dec. 24.

Personnel of the publicity department at Warner's are reported to have the choice of taking leave on Monday, Dec. 31, instead of the previous Monday if they wish.

Loew's Int. Joins SPG

The Loew's International publicity department unanimously voted last week to join the Screen Publicists Guild (District 65), it was reported here yesterday. Previously, the foreign publicity unit was affiliated with Local 230, Sign Painters. The Loew's International publicists move follows that of the domestic publicists, who also affiliated with the SPG in recent months.

Wilding Buys Stock

CHICAGO, Dec. 17.—Wilding Picture Productions, industrial and television film producers here, acquired the capital stock of A. J. Henderson Associates of Detroit, it has been announced. The merged organization will be known as Wilding-Henderson, Inc.

Set '8x8' Opening

Hans Richter's surrealistic commedy, "8x8," will have its world premiere at the Fifth Avenue Cinema here March 1. The opening will also mark the return to a first-run policy for the theatre.

Defer Board Action on Successor to Jack Cohn

The board of directors of Columbia Pictures has deferred action on naming a successor to the late Jack Cohn as executive vice-president and director of the company, according to Paul N. Lazarus, Jr., vice-president of Columbia Pictures.

Lazarus said yesterday that the board discussed the matter last week and put it over until February.

Continental Officials Set Hungarian Benefits

The board of directors of the Motion Picture Export Association has been advised by the Continental managers that approval has been given to the staging of special benefit performances in Sweden, Finland and Italy with all receipts going to Hungarian Relief, according to an MPEA official.

The MPEA directors were told of this plan in a report from overseas representative Marc Spiegel.

In Denmark, special newsreel performances are being held with the receipts from the performances going to the Red Cross there. Spiegel informed the MPEA board that the Continental Managers have also donated some personal funds to Hungarian Relief.

Maas Report Today

At today's meeting here the board will be mostly concerned with a report from vice-president Irving A. Maas on the Far East-Japan, Indonesia, Philippines, Malaya and India. It is expected that Fayette Allport, MPEA representative in Great Britain, will sit in on the meeting.

'Persuasion' to RKO

William Wyler's "Friendly Persuasion" will be the New Year's Eve and New Year's week attraction at all 30 metropolitan RKO neighborhood theatres here, it has been announced by Morey R. Goldstein, vice-president and general sales manager of Allied Artists.

New 'World' Bow Set

HOUSTON, Dec. 17.—The Southwestern premiere of "Around the World in 80 Days" will be held Wednesday night in Todd-OA at the Tower Theatre here.

. . . NEWS ROUNDUP

Zabel Named Bel-Air Head

Edwin F. Zabel, who recently retired as vice-president and general manager of Fox West Coast Theatres, has been elected president of Bel-Air Productions, independent film-making organization which releases through United Artists. Under the new executive set-up, Aubrey Schenck and Howard W. Koch will serve as vice-presidents, with Herbert Baerwitz as secretary and legal counsel. Following his election to the company's top post, Zabel announced an expanded and revised program under which Bel-Air will continue to produce at least 12 features a year for UA release, while moving into the financing and packaging of productions with outside producers.

■

Keith Building Sold

Sol A. Schwartz, president of RKO Theatres, Inc., and Samuel Silk and William Halpern have jointly announced the signing of a contract covering the sale for $4,300,000 of the Keith Building property in Cleveland, Ohio. RKO will continue to operate the Palace Theatre, which is part of the parcel, under a 21-year lease-back from the new owners.

■

SW Office Remodeled

Stanley Warner Theatres' New Heaven zone office lobby is undergoing extensive remodeling as aftermath of a $40,000 fire last St. Patrick's Day. Pink Tennessee marble blocks are already in place. Plans also call for new tile floor, lowering of ceiling, installation of modern lighting, big new glass doors in entrance, and new elevator opening.

■

'Smash' Week for 'Anastasia'

Twentieth Century-Fox's "Anastasia" is heading for a "smash" opening week's gross of $110,000 at the Roxy Theatre here, it was announced yesterday by Robert C. Rothafel, managing director. The huge pre-Christmas gross, one of the largest in five years there, is anticipated based on a three-day take of $72,000, he said.

3 BRAVE MEN
From 20th Century-Fox in CINEMASCOPE
The story that HAD to win the Pulitzer Prize!

Academy Nod

(*Continued from page 1*)

posal had been explained by Alfred H. Tamarin, chairman of the Motion Picture Association of America subcommittee on merchandising and promotion in New York, and William Hendricks, chairman of the advertising and publicity directors committee in Hollywood.

Tamarin said, "The decision of the board of governors deserves the congratulations and support of the entire industry. This action may prove historic in helping to bring together very quickly all parts of the industry around the total program of the MPAA now being hammered out in New York and Hollywood.

"Getting this segment of the total MPAA campaign into motion has highlighted another important need—the urgent necessity for closer understanding and cooperation between the advertising and publicity committees in New York and Hollywood. It is my intention to press for this vigorously in my report to the full committee in the East." Tamarin will return to New York on Thursday.

NT Net Income

(*Continued from page 1*)

gains from real estate sales, in the fiscal year ended Sept. 25, substantially exceeded the previous year's. Rhoden reported the consolidated net income for the 1956 fiscal year was $4,648,057, which is equal to $1.72 per common share on 2,699,486 shares outstanding. This included capital gains, after taxes, of 88 cents a share from the sale of the Roxy Theatre, and 21 cents from the sale of other theatres and real estate.

The previous year's profits were equal to $1.04 per share, including 11 cents in capital gains.

Total gross income for the year was $59,707,251, which compares with $61,692,043 the year before. Rhoden attributed the decrease to a "severe shortage of suitable attractions."

The NT president said the public's interest in pictures has not lessened, and "it is obvious that the market exists, if producers can satisfy the entertainment desire of the public."

Later he added, "there is a good indication that Hollywood will meet the demand for more pictures. This, coupled with the growing segment of young picture patrons, gives us hope that the new fiscal year will hold better opportunities."

TEASERETTES
PREVUES
ADVANCE
CROSS PLUGS
FAMOUS FOR MANY USES!
These 3 frame trailers feature art backgrounds, photos and compelling off-stage voice! NO CONTRACTS, NO RETURNS!
FILMACK 1327 S. WABASH CHICAGO 5, ILL.
$1.75 each

EDITORIAL

(CONTINUED FROM PAGE 1)

the Code the way it did is reflected in the fact that this action came after more than a quarter of a century of experience. The action taken was an eloquent and emphatic declaration of the authorities concerned that the Code is here to stay. And this despite the thundering against it that has incessantly been carried on in various segments of the press, even within the industry, and from spokesmen who want a world in which unbridled license prevails and the whole civilized tradition of morality, decency and accountability is erased.

The importance of the Association's action last week is by no means reflected in the simple fact that a Code was reaffirmed and set on its way for many years of future usefulness. The real significance is registered in what kind of a Code was reaffirmed and set on its way.

The basic moral principles and provisions of the earlier Code have been preserved inviolate in the revised Code. And, very importantly, these basic moral principles and provisions have been better defined and have been set forth in a more logical order. In many instances a new clarity and exactness of language insure a better understanding and an overall document that admits of more precise and thorough application to the day-by-day problems of production.

ALTHOUGH TIMES without number explanations have been made of the two distinct and different kinds of subject matter that are necessarily dealt with in the Code, much misunderstanding persists. This misunderstanding has been reflected widely in what has appeared in print relative to the latest Code revision.

The permanent and essential part of the Code deals with principles and provisions governing the moral content of films. The second part deals with matters of policy. In the moral provisions in the revised Code there has been not only a clarification of language but several new and important provisions have been added.

To the exclusion of what matters most there has been considerable press attention given to various policy amendments and additions. These have been interpreted to imply a relaxing or moderating of the Code. Its enemies are deluding themselves. It has been tightened and reinforced in all of its substantial and vital aspects.

Since the Code was originally adopted there have been many changes in policy provisions. Doubtlessly there will be many more in the years ahead. The policy changes do not weaken but rather strengthen the Code because to continue—as unfortunately was done for far too long—policy provisions, some of which never should have been put in in the first place and others which had become obsolete, served only to give ammunition for attack and ridicule to the enemies of the Code.

THE CODE DOCUMENT as it now stands in its revised form is not perfect. It is however a major improvement not only over the original document but even more so over the jumbled, disordered and cluttered script that grew up over the years. Where as in this instance there are many persons and interests to be heard from, a precise unanimiy of opinion as to every detail of subject and language is not to be expected.

But the document as revised is, on the whole, an excellent presentation of the original purposes and character intended in the Code plan which was introduced in Hollywood twenty-seven years ago next month. That the original purposes and character should have so well survived these many years is indeed a meaningful fact.

The new revision for what it is and for what it bespeaks in the way of determination to carry on along right lines is an eloquent tribute to all in Hollywood and in New York who, despite the contrary tides of purpose and opinion that swirl about us, have so affirmatively taken a forthright position for decency in theatrical entertainment. The revision is a milestone of honorable accomplishment in the history of the industry.

Hamilton Leaving Para.

Maxwell Hamilton, who has for the past year been coordinator of promotion on Cecil B. DeMille's "The Ten Commandments," will leave Paramount Pictures on Dec. 31 to return to his post as vice-president of Allied Public Relations Associates.

'Joy' Bows Tomorrow

Entertainment, society and civic leaders will attend Wednesday night's benefit world premiere at the Capitol Theatre here of RKO's "Bundle of Joy." The premiere of the RKO Technicolor production is being held for First Aid for Hungary, Inc., and CARE.

Censor Laws

(*Continued from page 1*)

doubtedly take place during the c ing session of the legislatures of t states, Clagett indicated.

In addition, he said, groups in cral other states may make effort put censorship laws on the books, cited Minnesota, Massachusetts West Virginia as among the st MPAA is keeping an eye on.

At present, state censorship laws operating only in four states: M land, Virginia, New York and K sas.

Clagett said the industry will likely face efforts in many states new or increased admissions and s taxes. He explained that most st badly need revenue for schools other new spending programs, that many lawmakers seem to re admissions as fair game for new higher levies.

The legislatures of all but t states—Kentucky, Virginia and Mi sippi—will be in session next y Clagett said.

Eisenhower Against Film Pre-Censorship

WASHINGTON, Dec. 17. — P dent Eisenhower has asserted his lief that pre-censorship of motion tures is unconstitutional.

"State censorship laws that im a prior restraint on the showin motion pitcures have been found the U. S. Supreme Court to b violation of the right of freedon expression guaranteed by the Co tution of the United States," he clared.

The President made this state in August, 1954, in upholding double veto by the governor Guam on a proposed film censor law. "I concur in your view," President told the Governor, "that 117, if approved, would be simi in violation of the Constitution." President endorsed the Governor's gument that stricter penalties for showing of indecent films was the to handle the problem.

Not Known Previously

The President's 30-month-old ac was not publicly known here unt was mentioned earlier this mont a magazine article by the former ernor, Ford Q. Elvidge. Even t the President's exact statement not published. The statement wi used widely by film industry offi in fighting state censorship in years ahead.

The censorship bill was t passed by the Guam legislatur 1954 and twice vetoed by Elvi Under the law, it then automati came to the White House. The P dent's action upholding Elvidge k the bill, which would have set u Island board of censors to certifi any picture not already approve the Motion Picture Association Board.

VIEW:

Battle Hymn

Universal-International—CinemaScope

HOLLYWOOD, DEC. 17

E SPECIAL STUDIO skills that have made "The Glenn Miller Story" and Hell and Back" Universal-International's two greatest box office ssers, in that order, are accountable here for an attraction eminently lified to challenge those leaders for position in the profits column. common with each of them, "Battle Hymn" is a picture backgrounded war, and its story is biographical. Also in common with them, it is extremely well made, level-eyed, common-sense presentation of the tual story of a man who served his country well in a war, as did nn Miller and Audie Murphy. These are the only similarities linking present picture with the two that have delivered before it the special e of audience satisfaction it is sure to provide.

The story of "Battle Hymn" is the story of Col. Dean Hess, a min- r who relinquished his pulpit to serve in the Air Force in World r II and who came back into uniform to serve again in the Korean flict. Col. Hess' record of 300 missions over Europe and Korea is of the great stories of the war. His special service in Korea, in cuating more than 1,000 orphans by air-lift from enemy-attacked itory to safety, is the high point in this admirably balanced account his Korean service.

The role of Col. Hess is played with a fine command of values of Rock dson, who neither overdoes the action nor underplays the spiritual e of the character, and the equally difficult role of his chief aide is dled with humor and conviction by Dan Duryea. Don Defore is ably effective as a former service companion of Hudson who differs h him somewhat as to fighting policy in the Korean conflict but re- ns faithful to his leadership. Martha Hyer is pleasantly cast as the onel's wife, with little to do in the picture, and Anna Kashfi, an ental actress seen here in her second American film, is excellent as Korean children's teacher. (The children are played by children m the Orphans Home of Korea).

Production, in CinemaScope and with color by Technicolor, is by s Hunter, and direction is by Douglas Sirk, working here with Hud- for the fourth time (after "Magnificent Obsession," "All That Heaven ows" and "Written on the Wind.").

The screenplay is by Charles Grayson and Vincent B. Evans, a splen- credit for both.

The technical advisor on the picture, whose work may well have had ood deal to do with the fine over-all quality of the production, was onel Dean Hess himself.

ning time, 108 minutes. General classification. For March release.

WILLIAM R. WEAVER

Television Today

Passing in Review

IF ONE managed to keep out of the way of the rising tide of synthetic holiday cheer, principally in the form of unlikely gift suggestions and "ho-ho-ho" Santa Claus commercials, the preceding television week contained several genuine pleasures which might do credit to any season. Of almost historical importance was the return of Mama to CBS-TV Sunday evening. It's now on film and its charm is intact. CBS strengthened its Sunday evening position still further with the back-to-back scheduling of the new Gerald McBoing Boing show right after Mama. Like Gerald, the show is as refreshing as it is odd, and it is odd not only because of its fanciful form and content, but because it is without sponsors. A consideration here, and one that may be important, is that the UPA technique, as far as TV is concerned anyway, is too closely identified with a vast number of television commercials to cut the bold figure it should as strict entertainment.

'The Little Foxes' Scores

The most interesting drama of the week was undoubtedly Hallmark's uncertain production of Lillian Hellman's "The Little Foxes," NBC-TV, Sunday night. Unlike the great majority of television dramas, this offered the viewer the spectacle of a performance that was not up to the script—and the script, sticking closely to the Hellman original, was a top-notch job of TV editing by Robert Hartung. As one of the great witches in modern literature, Greer Garson was handsome and poised but only occasionally did she suggest the ruthless strength and cruel humor that make the role so fascinating. In less demanding roles, and as a result, perhaps, more consistent, were Sidney Blackmer and E. G. Marshall. The other performers each went their separate, frantic ways, presumably under the direction of George Schaefer. In almost any performance, however, "The Little Foxes" would be an exciting work.

There were several circumstances of note concerning CBS-TV's Playhouse 90 adaptation of "Sincerely, Willis Wayde," Thursday night. Running the risk of a charge of chauvinism, it might be well to question the casting of two unmistakably British types, Peter Lawford and Sarah Churchill, in what is essentially American social satire. Mr. Lawford worked hard and, as an actor, quite sincerely, but never once did he register as J. P. Marquand's opportunistic bore (genus *Americanus*). Noteworthy, too, is the fact that "Sincerely, Willis Wayde," in its original, was only moderately successful Marquand and that adaptor Frank Gilroy did not make things any better. In at least one New York quarter it was suggested that Mr. Gilroy, a loyal Dartmouth man, was taking oblique revenge on Harvard man Marquand. The latter, in an earlier work, perpetuated the libel that in a famous Harvard-Dartmouth football game a man from Hanover bit the backside of a man from Cambridge. That, of course, is nonsense.

Miss Hayes Twice Welcome

Elsewhere in the week: Helen Hayes overcame her increasingly formidable reputation as a living theatre to brighten two little one-act plays of pathos and humor on ABC-TV's Omnibus Sunday night; Sid Caesar, NBC-TV, Saturday night, precluded any further parodies of the big money shows with a hilarious sketch entitled "Break Your Brains," which included an eight-year-old atomic scientist whose category was comic books and an isolation booth in which the oxygen was inadvertently turned off; and CBS-TV's Sunday morning Look Up and Live segment which explored the work of modern artists in contemporary religious building.

—V. C.

Kwai' Drive

(*Continued from page 1*)

Columbia is making "definite ad- ce commitments" with newspa- , magazines, radio and television ions to provide special promotional film footage concerning the Hori- Production, which has a produc- budget close to $3,000,000.

We have set up a special press p in Ceylon, under the direction Grady Johnson, to supply promo- al material on request. Under nston's supervision, a publicity , complete with photographers artists, will turn out news material ut the film. We have arranged eight to 10 top flight news pho- aphers, among them John Stewart Life' to go to Ceylon to cover the al shooting in the jungles and the ing up of the bridge.

Johnson, before going to Ceylon, umber of months ago visited with newspaper and magazine people in New York, London, Paris and Rome to find out what type of publicity and what story material they would desire.

Bromhead Dies at 73; Founded U.K. Fund

LONDON, Dec. 17 (By Cable).—Reginald Charles Bromhead, 73, died here Saturday following a long illness. He was president and chairman of the Cinematograph Trade Benevolent Fund, which he founded 32 years ago.

Bromhead was past president of the Kinematograph Renters' Society; chairman of Variety Theatres Consolidated, Ltd.; a director of the London Pavilion ltd., and director of the Sunderland Empire Palace, Ltd. He established the Gaumont-British Picture Corp., Ltd., with his brother, Lt. Col. A. C. Bromhead, in 1922, and was vice-president and chairman of the company and subsidiaries until 1929.

Films to TV in U.K. Having Difficulties

LONDON, Dec. 14 (By Air Mail).—The one-year experimental "arrangement" strongly opposed by exhibitors recently concluded by producers and distributors to supply a limited number of feature films, 20 in the first year, for the BBC (British Broadcasting Corporation) television network has already run into difficulties.

Following approaches by the BBC, several British companies submitted lists of films available for TV but, to date, American companies here have shown no inclination to do likewise. In some cases the BBC has been turned down flat.

Barry, Rittenberg on Board of L.A. Station

LOS ANGELES, Dec. 17. — Appointment of Charles C. Barry, vice-president of Loew's, Inc., and Saul N. Rittenberg, M-G-M studio executive, to the board of directors of KTTV, Inc., here, was announced today.

Loew's, Inc., acquired 25 per cent of the capital stock of KTTV last August. At that time, KTTV entered into an agreement with Loew's whereby it received exclusive television rights to the entire M-G-M feature film library for the Los Angeles area.

Barry has been supervising Loew's entry into the television field since joining the company in April, 1956.

IT'S A ROCK'N ROLLER COASTER RIOT!

BOOK IT NOW
AND CASH IN ON THE COUNTRY'S NEWEST CRAZE!

BUD ABBOTT and LOU COSTELLO

DANCE WITH ME, HENRY!

Lou gets the beat in the coolest session that ever rocked the screen!

Featuring
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Screenplay by DEVERY FREEMAN · Produced by BOB GOLDSTEIN · Directed by CHARLES BARTON · Released thru UNITED ARTISTS

THRU UA

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

. 80, NO. 117 NEW YORK, U.S.A., WEDNESDAY, DECEMBER 19, 1956 TEN CENTS

llings Says:

rbitration ove Planned Mid-January

it Word from Allied ds on Joint Effort

By LESTER DINOFF

joint Theatre Owners of Ameri- lied States Association effort et up an industry arbitration and conciliation system will be launched around mid-January, according to TOA president Ernest Stellings. He said yesterday it is his hope that a set of rules and regulations for the industry can be satisfactorily accomp- l during the new year.

est Stellings

eaking from his Charlotte, N. C., via telephone, where he directs ctivities of Stewart-Everett The- Corp., Stellings declared that he

(*Continued on page* 2)

otherhood Dinner ted January 24

e amusement industry's 12th an- Brotherhood dinner will be held n. 24 in the grand ballroom of Waldorf-Astoria Hotel in New it was announced yesterday by am J. Heineman and Spyros S. as, Jr., national co-chairmen of 957 Brotherhood Drive. More 1,000 representatives from the n picture industry, television, and the legitimate theatre are ted to attend the dinner, which

(*Continued on page* 5)

Television Today

Page 5

SAG Ratifies Rate for RKO Post '48 Films

From THE DAILY Bureau

HOLLYWOOD, Dec. 18 — The board of directors of the Screen Actors Guild today voted approval of a settlement with Matty Fox for television exhibition of 82 RKO Radio features made after Aug. 1, 1948, and approximately 50 short subjects, it was announced by John Dales, SAG national executive secretary.

Television Today..

Fox will pay SAG $715,000, $615,000 of which will be paid in 36 monthly installments, and $100,000 to be paid from his gross television receipts for the entire RKO package

(*Continued on page* 5)

'Doll' Brings $40,000 For Actors' Studio

A capacity audience at the Victoria Theatre for the world premiere of Elia Kazan's "Baby Doll" paid close to $40,000 to the famed Actors' Studio "to experiment with new forms in creative theatre work" last night. The premiere of the Warner Bros. film

(*Continued on page* 2)

RKO Library Sold in 85% of U.S. Markets

The RKO Radio Pictures' pre-1948 film library of over 740 features has already been sold to television stations in 85 per cent of all United States markets, according to an official of C & C Television Corp.

The television distribution organization, headed by Matty Fox, acquired the RKO film library in January, 1955, and has been selling the pictures as one big package to stations which retain the films for perpetuity.

Expect Decision Today On Loew's Proxy Row

An announcement that is expected to have an important influence in determining whether or not there will be a serious proxy contest by Loew's stockholders is scheduled to be made at a press conference here this morning by Benjamin Javits, New York attorney.

Javits represents one of the largest Loew's stockholders.

There was no indication yesterday whether the announcement would oppose or advocate a proxy contest with management at the annual meeting of stockholders to be held in February.

Kefauver Commends Production Code Revision And Advocates Change in Appeals Board

From THE DAILY Bureau

WASHINGTON, Dec. 18 — Senator Kefauver of Tennessee, chairman of a Senate judiciary sub-committee studying juvenile delinquency, has commended the Motion Picture Association for its recent revision in the motion picture Production Code but at the same time declared there is still room for improvement. He said he hoped MPA would consider including representatives of independent film producers on the Code Appeals Board, along with representatives of the major producers. He argued that this would remove a present criticism that the Appeals Board passes judgment on competitors.

The Senate sub-committee believes, Kefauver said, that the content of both motion pictures and motion picture advertising had greatly improved since the committee started looking at the film industry early last year. This proved, he said, the sub-committee's conclusion that the industry can cure its most serious ills of its own volition.

Kefauver's sub-committee held extensive hearings in June, 1955, on the relation between juvenile delinquency and crime and brutality in motion pictures.

Eric Johnston said last week that the matter of changes in the Appeals Board was not acted upon by the MPA board at its last meeting and remains in abeyance.

MPAA Unit Acts

All-Industry Meet Expected For 'Sweeps'

Will Seek to Integrate Business-Building Plans

The launching of an Academy Awards "sweepstakes" next February moved a step closer to reality yesterday as the Motion Picture Association of America's business building coordinating committee made preparations for the setting up of an all-industry meeting to discuss integration of the contest proposal with other plans designed to build the box office.

The latest move came on the heels of the Academy of Motion Picture Arts and Sciences' action in Hollywood where that group's board of governors voted to raise no objections to the proposed "Oscar Sweep-

(*Continued on page* 2)

Coast Victory Scored By Anti-Petrillo Slate

From THE DAILY Bureau

HOLLYWOOD, Dec. 18. — Fighting alleged dictatorship, insurgent members of Local 47, American Federation of Musicians, today defeated the faction supporting national president James C. Petrillo, in the local annual election by a big two-to-one margin. More than 5,500 members voted. The ballot count revealed the "Voice of Membership" ticket, headed by Eliot Daniel for the local presidency, held the same ratio for the other top three officers and trustees,

(*Continued on page* 5)

'Great Future' Ahead For Films: Rothafel

A highly optimistic future for the motion picture industry was foreseen yesterday by Robert C. Rothafel, managing director of the Roxy Theatre here, who was master of ceremonies at the 40th annual Christmas party of the Associated Motion Picture Advertisers, Inc. Some 125 industry and newspaper figures attended

(*Continued on page* 2)

PERSONAL MENTION

SPYROS P. SKOURAS, president of 20th Century-Fox; vice-presidents W. C. MICHEL, JOSEPH H. MOSKOWITZ and CHARLES EINFELD; ALEX HARRISON, general sales manager; DONALD A. HENDERSON, secretary-treasurer, and MURRAY SILVERSTONE, president of 20th Century-Fox International, returned to New York from Hollywood yesterday.

•

NORTON V. RITCHEY, president of Allied Artists International, will arrive in New York today from London via B.O.A.C.

•

EMANUEL SILVERSTONE, viee-president of 20th Century-Fox International, has returned to New York from a Florida vacation.

•

WILLIAM WYLER, producer-director, will arrive in New York today from the Coast.

•

DICK RICHMAN and CHARLES SIMONELLI, exploitation representatives, the latter a nephew of the Universal Pictures Eastern advertising-publicity head of the same name, were in Detroit from New York on company business.

•

JEAN DUBARRY, city manager for Stanley Warner Theatres in Bridgeport, Conn., and MRS. DUBARRY recently observed their 22nd wedding anniversary.

Paris Hears Reports of Fox European Change

PARIS, Dec. 18.—John Lefebre, Twentieth Century-Fox sales manager for Europe and the Middle East, will shortly be advanced to managing director of the European Division, covering Europe, Scandinavia, North Africa and the Middle East, it has been reported here. Lefebre will succeed Albert Cornfield, who has been reported in ill health. Cornfield will act in a supervisory capacity, it was indicated.

When asked to comment on the proposed change, Murray Silverstone, president of Fox International, said that a definite decision has not been reached.

New Film for M&L

HOLLYWOOD, Dec. 18 — "Sad Sack" will be the title of Dean Martin and Jerry Lewis' next picture for Hal Wallis and Paramount Pictures. The film is scheduled to go before the cameras in March, 1957.

Plans for 'Sweeps' Advance

(*Continued from page* 1)

stakes," which is tantamount to approving the project in all but active endorsement.

The sole stipulation which the Academy's board of governors had, it was reported, was that the contest not be called the "Oscar Sweepstakes" and that no likeness to the "Oscar" statuette be used in promotion of the contest.

According to a member of the MPAA, once this all-industry meeting is set up, (it is hoped before the end of the year), the best points of the MPAA business building plans and the Council of Motion Picture Organizations-Theatre Owners of Amerlea plans would be combined, among them being similiar proposals for an industry "giveaway" contest.

However, before such a conference could be held, an official report from the West Coast must be had. The Association of Motion Picture Producers in Hollywood met yesterday afternoon to discuss the "Golden Jubilee" plan, which encompasses some of the MPAA's points.

Exhibitor organizations are in favor of any contest plan which will boost motion picture business, be it the Academy Award Sweepstakes or the COMPO Audience Awards. The time element involved in launching the latter program is said to rule it out for 1956, and most likely for next year. The Audience Awards were initially scheduled for the Christmas period, but dropped, and it was suggested later on that it be staged sometime in April. However, the MPAA has been boosting the Academy Awards Sweepstakes for next year and scheduled it to start when the Academy Award nominations are announced. This contest would be completed with the announcement of "Oscar" winners on March 27, but the winners of it, at a later date, would go to Hollywood in follow-up promotions. This then would rule out the Audience Awards as exhibitors would be working with the Aeademy Awards Sweepstakes follow-ups.

TOA Allied States Association, Independent Theatre Owners Association, Metropolitan Motion Picture Theatres Association, and circuits have indicated they favor "any proposal which will build business."

'Doll' Premiere Held

(*Continued from page* 1)

drew many stars as well as society, industry and religious leaders, who paid $50 a seat.

Marilyn Monroe was there, along with Jennifer Jones, Mary Martin, Nancy Berg, Perle Mesta, Mrs. William Rhinelander Stewart, Elsa Maxwell, Tennessee Williams, the Very Rev. James A. Pike, the Rev. Daniel A. Poling, Huntington Hartford, Franchot Tone, Rev. Dr. William F. Rosenblum, the Paul Garretts, the Serge Semenenkos, the Bedford Sharps, Charles Heston and Susan Strasberg.

Immediately following the premiere, the festivities continued at a supper dance in the Grand Ballroom of the Waldorf-Astoria.

Auten to Sydney for G. U. T. Conferences

Capt. Harold Auten, American representative of Greater Union Theatres, Australia, will leave here by plane on Jan. 6 for Sydney, by way of Los Angeles and Honolulu for a month's visit and conferences with Norman Rydge, president, and other G. U. T. officials.

Auten will leave Sydney by plane early in February for Singapore, where he will visit for several days. Other stopovers on the return trip are seheduled for Rome and London. Auten is sehcduled to return to New York early in February.

Rothafel Optimistic

(*Continued from page* 1)

the Hotel Piccadilly luncheon at which time door prizes for all were distributed.

Rothafel said that while the industry is now facing a critical challenge, "films have a great future." The mission of the industry is to get the masses back to the theatres, he said.

Seated on the luncheon dais were Rothafel, Dave Bader, Hans Barnstein, Martin Starr, Lige Brien, Leon Hamberger and Robert Montgomery.

'Bundle of Joy' Opens At Capitol Tonight

Harry Wismer, radio and television announcer, will interview celebrities arriving at the Capitol Theatre tonight for the world premiere of RKO's "Bundle of Joy." The premiere is being held for the benefit of First Aid for Hungary, Inc., and CARE.

Lisa Ferraday, screen and television star, will act as official hostess for the occasion with George Jessel master of ceremonies inside the theatre.

4th Week at M. H.

Radio City Music Hall's Christmas stage and screen show will begin its fourth week tomorrow with extra performances and early openings scheduled for the holiday season. "Teahouse of the August Moon" is the screen attraction.

Arbitration

(*Continued from page* 1)

is currently awaiting word from lied's leaders as to "mutual coope tion in formulating an arbitrati system."

The TOA president, recalling cent talks with company preside and sales heads in New York, said discussed arbitration with them a found "they are thinking and looki to the best interests of the industr

Stellings would not comment as whether the last arbitration draft, leased on Sept. 27, 1955, would used as a basis for a new draft. some distribution quarters, it has be reported that any new talks wo have to start from scratch.

Postpone Naming Committee

TOA has been holding up nami a committee to launch the arbitrati proceedings, but, according to Ste ings, when a group is officially nounced, Herman M. Levy and M chell Wolfson will be committee me bers. Allied also has not as yet nounced a committee on arbitrati

A bone of contention to exhibit in the 1955 draft was the provisi limiting distributors to two pre- lease pictures annually. A simplifi conciliation plan was also advanc designed to get quick decisions controversies. Some industry obse ers feel that if and when steps taken to set up a new arbitrati draft, the basis for it would co from the 1955 arbitration draft perhaps the one before that.

MPAA Group Inactive

According to a distribution offici the Motion Picture Association America committee on arbitration "been more or less disbanded." new committee, if distribution deci officially to work with exhibitors preparation of a new draft, wo have to be named, he said. The distribution committee on arbitrati was composed of Al Lichtm Charles Reagan, A. Montague Adolph Schimel. The last exhibit committee on arbitration includ Wolfson, Levy, Max A. Cohen Leo Brecher.

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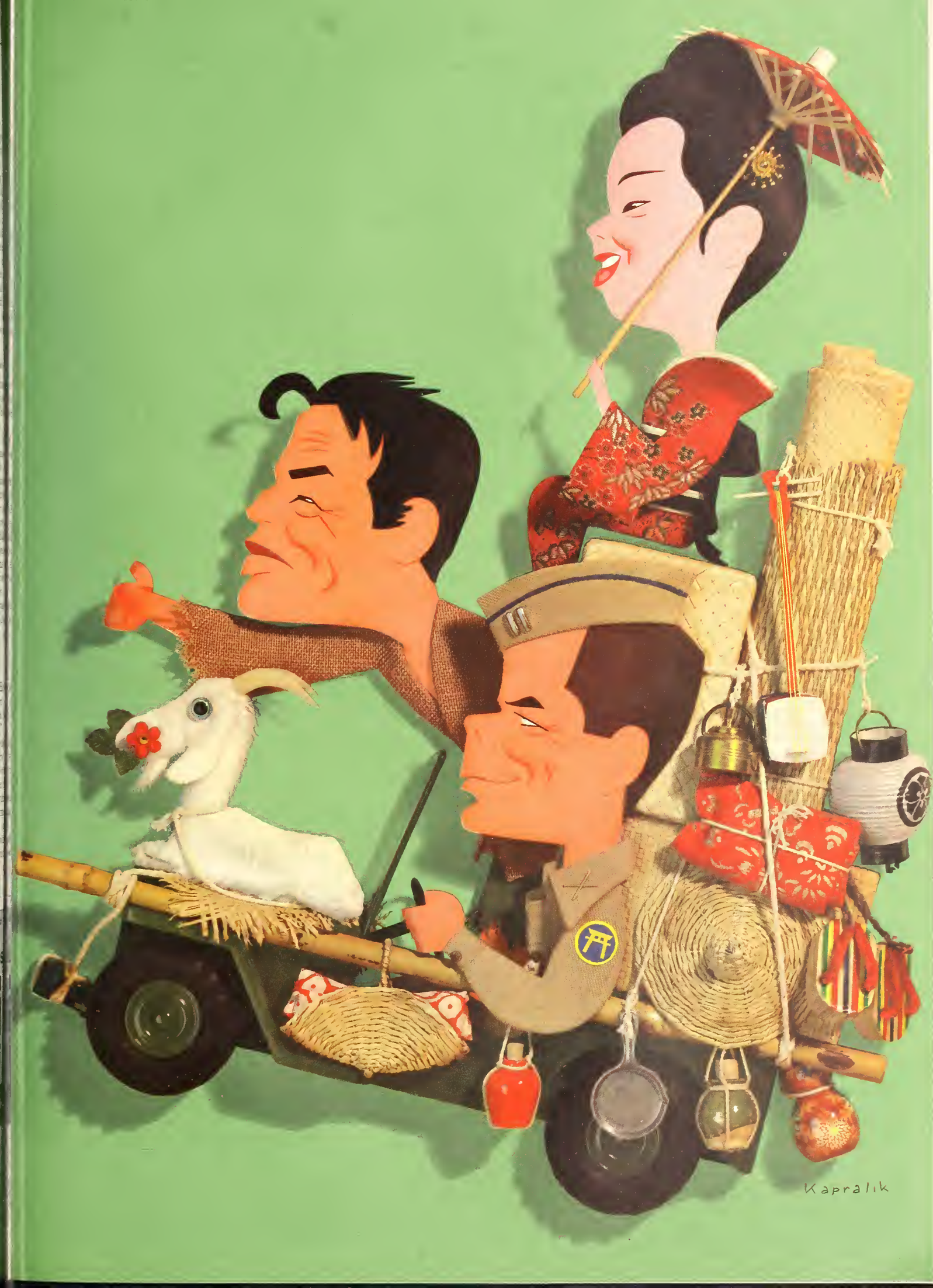
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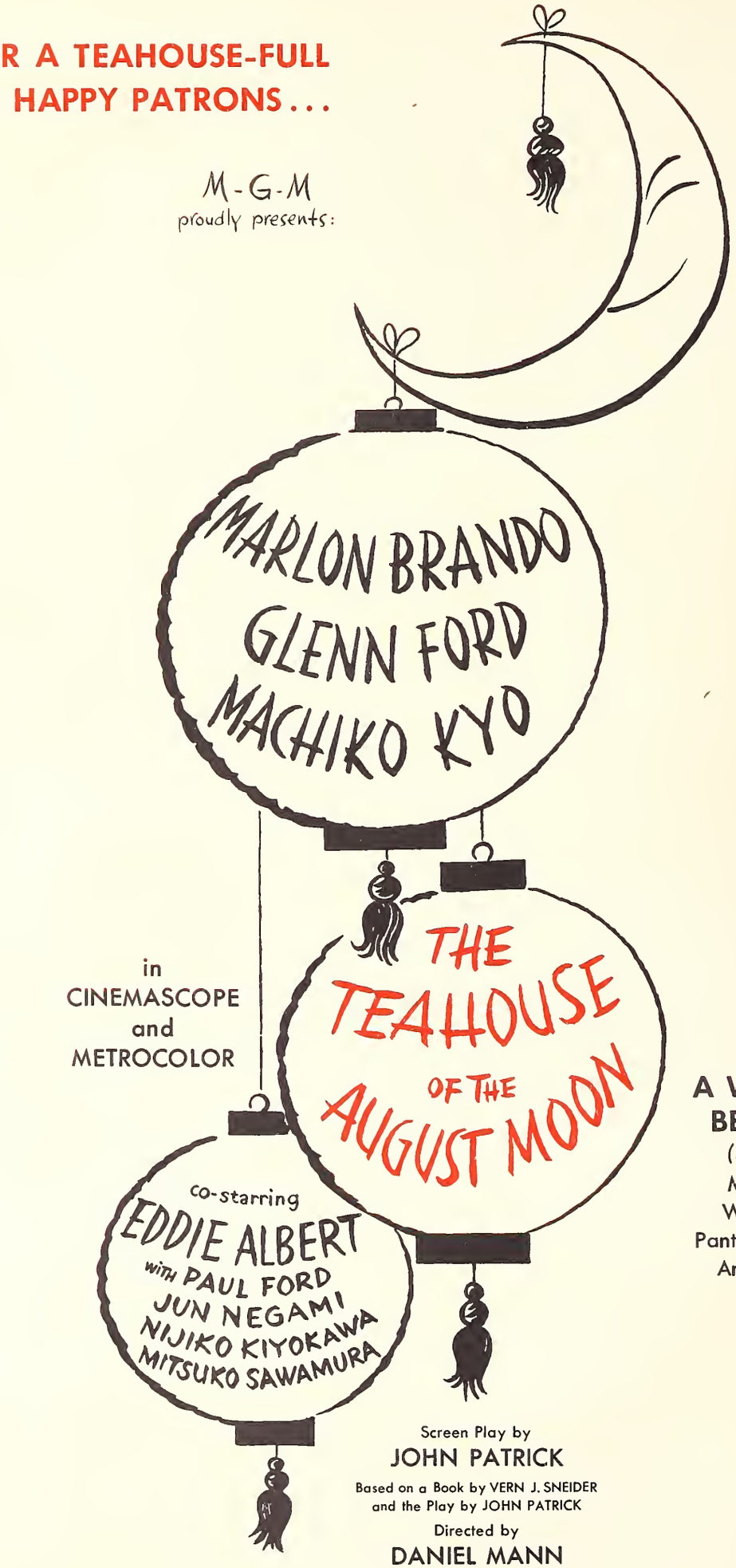

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LITHO S A

EVIEW:

The King And Four Queens

Russ-Field-Gabco—United Artists—CinemaScope

ARK GABLE, THAT intrepid boxoffice warhorse who this year is cele- ting 25 years of top stardom, carries his newest vehicle, "The King l Four Queens" on his brawny shoulders, and it is thanks to the still ent Gable personality and masculine aplomb that the film comes oss for reasonably solid entertainment results. Exhibitors here and oad, who find Gable at 55 a highly durable romantic draw, regard- s of the quality of his vehicle, will not be disappointed in their long- e favorite. This fabulous personality, for many years a champion the Motion Picture Herald polls for FAME, has proven superior to material many a time, and this handsome production, in Cinema- pe and color by DeLuxe, serves him, if anything, somewhat better n some productions he has ploughed through in the past.

A rather sedentary Western with a minimum of action and a maximum romantic dalliance, Gable's new film, a Russ-Field-Gabco production ased through United Artists, offers Eleanor Parker as The King's taff vis-a-vis, and very pert and attractive she is, but Jo Van Fleet res honors with Gable as the film's chief asset. This fine character ress was never better as an embittered mother of four outlaw sons, e of whom have been killed after stealing $100,000 in gold.

Gable, a tarnished soldier of fortune, hears that Miss Van Fleet has den the gold near her home and is holding the four wives of her sons ler her surveillance until the surviving son appears to claim his gold, l presumably, his woman. As the bodies of the three boys who died e destroyed beyond recognition, and the fourth has disappeared, four young ladies have no way of knowing if they are widows or not. Determined on stealing the gold for himself, Gable makes up to Miss n Fleet and her daughters-in-law, Miss Parker, Jean Willes, Barbara hols and Sara Shane. Considerable dialogue and a plethora of orous hanky-panky ensues, with Gable winning the affections of all r lovelies before he is through. He also finds the gold, a quest which ble has come to regard almost as incidental what with the more eresting matters vying for his attention. Then he decides Miss Parker he one he wants, returns the money to the legal authorities, gets the 000 reward and the Gable-Parker combine makes for the sunset.

The three new personalities, Miss Willes, Miss Nichols and Miss ne, are comely misses, fetching and saucy, and in no wise shy when script calls for some snuggling with the Champ Snuggler of this any film era.

Robert Waterfield was executive producer, David Hempstead pro- ed, and Raoul Walsh directed from a screenplay by Margaret Fitts l Richard Alan Simmons, based on a story by Miss Fitts. Alex North nposed and conducted an interesting music score.

nning time, 86 minutes. General classification. For December release.

LAWRENCE J. QUIRK

nti-Petrillo

(*Continued from page* 1)

n rebel candidates winning the er fight.

Daniel replaces John Te Groen, g-time president of Local 47. John nchitella replaces Joe Barros as e-president. Max Herman takes r Maury Paul's job as recording retary. Warren Barker topped R. Hennon for the financial sec- ry post.

The new trustees include Dale wn, Lou Butterman and Maury rie. "Regulars" exiting are dimir Drucker, Muddy Berry and l Dawson.

The opposition claims the musi- ns are taxed to support Petrillo oges," who are not full-time er musicians; also protest the five cent fee tacked on the gross cost all live TV shows, since it often s higher than the cost of the or- chestra, bringing unemployment and causing producers to use imported sound tracks.

The revolt against the AFM national policy centers here, where musicians do most of the national TV network and motion picture recordings, source of the re-use royalty payments.

Petrillo and the AFM are the target for a suit by the rebel faction, asking the return of $13,000,000 dollars.

Brotherhood Dinner

(*Continued from page* 1)

formally launches the annual Brotherhood campaign sponsored by the National Conference of Christians and Jews.

The national effort will be climaxed by the observance of Brotherhood Week, featuring a membership drive and solicitations of contribution at more than 15,000 theatres.

Television Today

Wilmington Station Control Is Sought

WILMINGTON, Del., Dec. 18.—Negotiations have been conducted for the sale of a controlling interest in WPFH Broadcasting Co., an attorney for the owner has said. But the deal must be approved by stockholders and the FCC.

Lawrence D. Biele, the lawyer, has indicated that the deal is being discussed with the Storer Broadcasting Co., which owns a chain of 14 radio and television stations in eight cities extending from Miami, Fla., to Portland, Ore.

'Adams, Eve' To Bow

"Mr. Adams and Eve," a new half-hour comedy series starring Ida Lupino and Howard Duff, will make its debut on CBS-TV Friday, Jan. 4, under the alternate-week sponsorship of R. J. Reynolds Tobacco Co. for Camel Cigarettes and the Colgate-Palmolive Co. Robert Sparks is executive producer of the show and Frederick de Cordova, who co-directs with Richard Kinon, will produce the series.

Post '48 RKO

(*Continued from page* 1)

of 740 feature films, old and new, when such receipts exceed an average of $50,000 per picture.

The first payment, approximately $17,083, will be paid to the Guild on signing the agreement. Monthly payments of a similar amount, are due to commence next July.

C. & C. Super Corp. guaranteeing all payments for C. & C. Television Corp., is represented by Fox.

The SAG board now is discussing the method of dividing monies to be received by actors in the films in question, Dales said.

It was pointed out here that Fox is not considered as possessing the same status as a major producer, and that any deal made with Fox is not to be construed as a precedent.

NTFC Sets Party

The annual Christmas party of the National Television Film Council will be held tomorrow at the Delmonico Hotel here.

One Man's TViews

By Pinky Herman

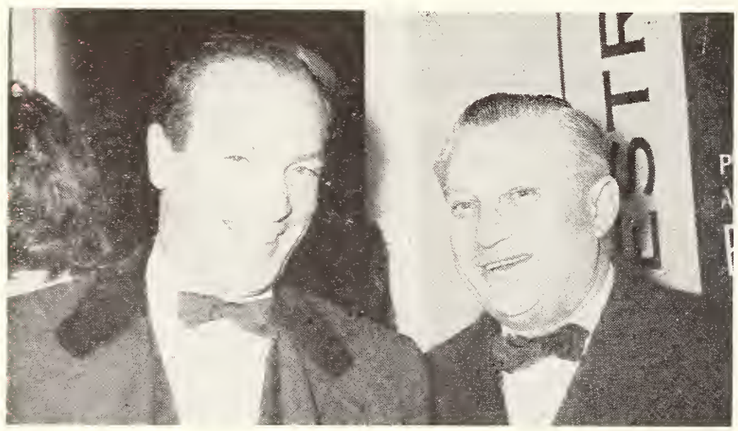
WE WOULD like to see it happen because she has always been tops in our book, both as a star performer and as a fine person. We're referring to the fact that Kate Smith may soon sign an ABContract to star in her own daytime TV series. La Smith, on her several recent guest appearances on Ed Sullivan's program, has proven she still is TOPS. . . . "Ozark Jubilee," ABCountry teleseries emceed by Red Foley which in less than two years has zoomed skyward in ratings and popularity, moves back into the Saturday night sked from Thursdays, starting with the Dec. 29 stanza. . . . Ida Lupino and Howard Duff will co-star in a new situation comedy TV series "Mr. Adams & Eve," CBSkedded Friday nights (9:00-9:30) starting Jan. 4. Scripter is Sol Saks and Robert Sparks is executive producer with Frederick De Cordova and Richard Kinon, co-directors. . . . Dot's new ace recording star Pat Boone, flies to England Monday to be starred on BBC-TV.

☆ ☆ ☆

Dinah Shore has mapped out a four week p. a. tour during which she'll do her full hour NBColorcast Chevy Show" from New York, Nashville, St. Paul and Dallas. Her initial program away from Hollywood will originate in New York, Jan. 4, winding up Feb. 1 at St. Paul. Dinah will also sing for various charity and benefits in ten cities including shows for March of Dimes, The Heart Fund, Variety Clubs, the Rosalia Foundling Home and other national organizations and on Jan. 19th will sing for President Eisenhower and other notables at the Alfalfa Club in Washington. . . . Lew Parker and Betty Kean will make another guest appearance on Steve Allen's Sunday Night NBC-TVehicle Jan. 13th. "The Bickersons" -wot else???? . . . Following a four-week engagement at the Hotel Roosevelt in New Orleans, Rusty Draper will return to his warbling NBChores Sunday, Jan. 9th on Ray Bolger's "Washington Square." And incidentally has anyone ever mentioned the fact that the music of Charles Sanford's Orchestra, is without doubt a major factor in the show's success? . . . TVision Sandra Stevens currently winning rave notices for her thespianing in the Broadway Productions, "Girls of Summer." She started the way Kim Novak did—opening refrigerator doors for TV Commershills.

They All Came To See "Baby Doll"

GUIDED by a unique golden pathway of flashing lights, celebrities from all walks of life including industry leaders and religious leaders turned out en masse for the formal world premiere of Elia Kazan's Newtown production of "Baby Doll," starring Karl Malden, Carroll Baker and Eli Wallach, for Warner Bros. presentation, at the New York Victoria Theatre last night. A capacity audience cheered the motion picture, which was photographed from the Tennessee Williams' first original screenplay. The famed Actors' Studio benefited from the opening night's receipts, with the celebrated $50-a-seat ticket-holders also guests at a post-premiere champagne supper and dance at the Waldorf-Astoria. "Baby Doll," which has been headline news across the nation for weeks, attracted wide coverage at its premiere from news reporters, syndicates, columnists, radio, and TV Newsreels. The picture enters regular run at the Victoria this morning. On the right, Jack L. Warner, left, president of Warner Brothers Pictures, is shown with Carroll "Baby Doll" Baker and her husband, stage and screen director Jack Garfein.



Leonard Goldenson, president of American Broadcasting-Paramount Theatres, and Benjamin Kalmenson, Warner Brothers executive vice-president, were among the many industry leaders who were present at the thrilling event.

Prominent among the religious leaders who attended wa
Very Rev. James A. Pike, Dean of the Cathedral of St.
the Divine, and Mrs. Pike.

Elia Kazan, producer-director of the Newton production for Warner Brothers, is seen in the lobby of the theatre with Mrs. Kazan.

Eli Wallach, one of the picture's stars, poses with a group of the celebrity usher
Left to right are: Fay Emerson, Wallach, Betty Furness, Julia Meade and
Meadows.

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

. 80, NO. 118 NEW YORK, U.S.A., THURSDAY, DECEMBER 20, 1956 TEN CENTS

oxy Test Seen

oew's Board acks Vogel's eadership

ge Stockholder Asks rd, Executive Changes

e first open threat of a proxy against the new Loew's man- ent headed by president Joseph R. Vogel was raised at a press conference here yesterday morning and was answered by a vote of confidence in Vogel's leadership by the Loew's board of directors a few hours later.

ph R. Vogel

Joseph Tomlinson, Ft. Lauderdale, F l a., actor and investor, owner of 00 shares of Loew's stock, raised oxy fight threat in the office of ttorney, Benjamin Javits, brother ew York Republican Senator- Jacob K. Javits. Tomlinson said elieves he is the largest individual 's stockholder and described

(*Continued on page* 5)

'A Denies Johnston, hru 'Talked Shop'

From THE DAILY Bureau

ASHINGTON, Dec. 19.—Motion ure Association president Erie ston left today for Spokane to d the holidays.

n MPA spokesman said Johnston d return to Washington about first week in January, and that MPA president had not yet de-

(*Continued on page* 4)

Television Today Page 5

Loew's Quarter Net Up Over Year Ago

Loew's earnings for the first quarter, ended Nov. 30, of the current fiscal year amounted to 33 cents per share (approximately $1,700,000), compared to 5 cents a share ($260,000) a year ago, according to information released by the company's board of directors yesterday.

$60,000,000 Loaned AB-PT

American Broadcasting-Paramount Theatres has concluded an agreement with several financial institutitons for a firm loan of $60,000,000, President Leonard H. Goldenson has reported in a letter to stockholders.

The AB-PT head said that $12,500,000 of the loan is to be taken down on Dec. 27, 1956; $42,500,000 on May 31, 1957, and $5,000,000 by

(*Continued on page* 4)

Rank, Fox Deal Signed With More and Angel

From THE DAILY Bureau

LONDON, Dec. 19 (By Cable).—The J. Arthur Rank Organisation has signed actor Kenneth More, who headed both the British and International polls this year conducted Motion Picture Herald for FAME to determine top money-making stars, and Maj. Daniel Angel, producer of "Reach for the Sky," Britain's biggest box office picture of 1956.

More was signed to a five-year con-

(*Continued on page* 4)

Affects Over 6,000 Workers

Set Up Pension Fund For Film Exchanges

Wage Increases of $3.75 Per Week Also A Part of New IATSE Pact with Majors

Employer contributions to create a pension fund for more than 6,000 workers at motion picture film exchanges in 34 key cities throughout the United States have been negotiated by the International Alliance of Theatrical Stage Employes and Moving Picture Machine Operators.

Richard F. Walsh

Blanket wage increases of $3.75 per week also are included in a new two-year agreement, retroactive to December 1, signed by 13 major distributing companies—Warner Brothers, National Film Service, RKO, Paramount, United Artists, Columbia, Republic, Twentieth Century-Fox, Universal, National Screen Service, Loew's, Allied Artists and Buena Vista.

The pension fund established by

(*Continued on page* 2)

'Joy' Raises $21,000 For Two Charity Groups

The world premiere of RKO Radio's "Bundle of Joy," was held here last night as a charity benefit at the Capitol Theatre. Proceeds from the performance, totalling $21,000 were turned over to CARE and First Aid for Hungary, Inc.

Ceremonies preceding the showing of the picture included addresses by Tibor Eckhardt, president of the Hungarian aid group, Murray D. Lincoln, president of CARE, and George

(*Continued on page* 4)

Fred S. Meyer Heads Industry Pension Plan

From THE DAILY Bureau

HOLLYWOOD, Dec. 19.—Fred S. Meyer today was elected president of the Motion Picture Industry Pension Plan. Approximately $5,000,000 has been accumulated in the pension fund since the plan was adopted in October, 1953.

Expect to Reach Agreement This Week on Submitting U.S. Films to Japanese 'PCA'

The member companies of the Motion Picture Export Association are expected to reach agreement by the end of the week on the submission of their films to the Japanese Production Code Administration for approval or disapproval, according to an official of the MPEA.

The MPEA board, at a meeting earlier this week, discussed the matter and the proposal that the American companies join EIRIN, the Japanese association. Talks also centered on the Japanese five-year limitation on each imported film, the MPEA official said, adding that progress was being made in negotiations to lift that restriction.

The MPEA meeting was devoted mainly to the Far East and its problems and Irving A. Maas, vice-president of the MPEA, reported on the conditions in each market which he visited while there.

Freeman to Report on 'Jubilee' to Lewis

Y. Frank Freeman, board chairman of the Association of Motion Picture Producers, will send a report on the "Golden Jubilee" business building plan directly to Roger H. Lewis, chairman of the advertising and publicity directors committee of the Motion Picture Association of America.

The AMPP board met in Hollywood

(*Continued on page* 4)

Mexican Exhibitor Will Go into Production

Special to THE DAILY

MEXICO CITY, Dec. 19—Gabriel Alarcon, president of the Cadena de Oro (Golden Chain) theatre circuit and one of Mexico's top exhibitors has announced that he will also pro-

(*Continued on page* 4)

PERSONAL MENTION

GEORGE WELTNER, president of Paramount Film Distributing Corp., and JERRY PICKMAN, advertising-publicity vice-president, will return to New York today from Hollywood.

•

FAYETTE W. ALLPORT, representative for the Motion Picture Export Association in London, left New York yesterday for Florida.

•

WILLIAM OSBORNE, Near and Far East manager for Allied Artists International, has returned to New York following a tour of Asia, Africa and Europe.

•

F. HUGH HERBERT, writer, and MARK ROBSON, director, will arrive in New York from London today via B.O.A.C.

•

MANNY REINER, foreign sales manager of Television Programs of America, has returned to New York from Central and South America.

•

CHARLES BOASBERG, supervisor of worldwide sales on Paramount's "The Ten Commandments," will return to New York today from Charlotte.

•

ROBERT ROSSEN, director, will return to New York over the weekend from London via B.O.A.C.

•

WILLIAM PIZOR, vice-president of Lippert Pictures, will leave here at the weekend with his son, IRWIN, for Hollywood.

•

HERB STEINBERG, Paramount national exploitation manager, will return to New York over the weekend from Denver.

•

ALAN LADD will return to New York from Europe today aboard the "Mauretania."

Goldwyn Charities Bldg. To Be Opened Today

HOLLYWOOD, Dec. 19 — The Samuel Goldwyn Permanent Charities Building at 463 North La Cienega Blvd., opens officially tomorrow.

Gov. Goodwin Knight will dedicate the $75,000 structure donated to PPC by Goldwyn, founder and first president of the organization. Mrs. Knight, Goldwyn and Mrs. Goldwyn, Y. Frank Freeman and Steve Broidy, former PPC president, are slated to appear at the ceremonies.

Deny Odeon Injunction In 'Oklahoma' Suit

TORONTO, Dec. 19.—Odeon Theatres (Canada), Ltd., was denied an injunction yesterday against 20th Century-Fox, Ltd., and Famous Players Canadian Corp. by an Ontario Supreme Court judge here. Odeon had sought to prevent the showing of the CinemaScope version of "Oklahoma!" in Calgary and other spots where Famous Players had booked the film.

The matter will still go to trial, however. In passing judgment Justice Carl Stewart did not give reasons but from the argument brought before him Monday he felt there was no clear right of one theatre company over another to have the film. The question arose because of a split in the company's product with Famous to have two-thirds while Odeon has one.

Zanuck Still Abroad

Principal photography on "Island in the Sun" has been completed and producer Darryl F. Zanuck will remain in London for the editing, dubbing and scoring of the 20th Century-Fox CinemaScope release. The romantic drama was filmed on location in the British West Indies, with interiors made in London.

'Ten' Reported Setting Advance Sales Record

Box office records for "advance sales" of a motion picture have been broken by Paramount Pictures' Cecil B. DeMille production, "The Ten Commandments," in its first eight engagements in the U. S., according to Paramount officials.

Approximately $2,250,000 has been grossed by the picture to date, the company said. It has been playing on a universal two-a-day, reserved seat policy. On the basis of these returns, Paramount estimates a worldwide gross of $50,000,000 within "the next few years."

UA Acquires 'Saga'

"The Saga of Satchmo," a feature-length film about jazz musician Louis Armstrong, has been acquired for United Artists release from producers Edward R. Murrow and Fred W. Friendly, it was announced yesterday by UA president Arthur B. Krim.

Pension Fun

(Continued from page 1)

the agreement is to receive six c for each hour worked, up to strai time maximum of 37½ hours week, thus augmenting the wee wage increases of $2.25 per full-t employee. The fund will be adm istered jointly by the employers the I.A.T.S.E.

Special provisions remain to worked out in light of the fact t three of the companies—Loew's, R and Twentieth Century-Fox—had p sion plans of their own in effect p to the industry-wide agreement.

In addition to the monetary be fits, the new contracts provide number of others:

Previously, the maximum an paid vacation was two weeks. H after, there will be a third week employees who have worked years or more for one company.

In the past, the top severance lowance was the equivalent of se weeks' pay. That has been upped eight weeks' pay after 16 years employment, nine weeks after years and 10 weeks after 20 year

New Ruling on Seniority

A new seniority clause prov that "all lay-offs and all rehiring lowing lay-offs shall be made acc ing to seniority within each of respective exchanges covered by agreement, provided that the se employees shall, in the judgmen the employer and the union, the necessary qualifications, ex ence and ability to perform available work. In the event o dispute, the matter shall be refe to the I.A. general office or h office of the distributor involved

Negotiations were handled for Alliance by a committee appoi by International President Richar Walsh, consisting of General Se tary-Treasurer Harlan Holmden, ch man; International Vice-Presi Louise Wright; International Re sentative Walter F. Diehl and Spe Representative Richard Scott.

On the company committee v H. C. Kaufman, Columbia; Clar Hill, 20th Century-Fox; Larry L ansky, Warner Bros.; Chester I National Film Service; Eugene Caser, RKO; Arthur Israel, P mount; Jules Chapman, United tists; Joseph McMahon, Repu Thomas Murray, Universal; Eli D ler, National Screen Service; Mic M. Rosen, Loew's; Roy M. Bre Allied Artists, and Louis Gaudr Buena Vista.

Republic Holidays

Republic Pictures offices here be closed all day Monday, Dec. and after 1:00 P.M. Monday, 31, the company has announced.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. St Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Wea Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams nup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, days and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Ma Quigley, President; Martin Quigley, Jr., Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture He Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the ac March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Benefit Premiere for RKO's 'Bundle of Joy'

RKO's "Bundle of Joy" was unveiled last night at the Capitol Theatre with a gala charity world premiere, proceeds of which were donated to First Aid For Hungary, Inc., and CARE. The auspicious opening was attended by a glittering array of industry leaders, exhibitors, film, stage, radio and television stars and prominent social and diplomatic figures. Photographers from Gotham's newspapers were present for the gala premiere. Eddie Fisher and Debbie Reynolds, who are starred in the Technicolor production, represented the film's cast at the glittering occasion.

In the photo at the right is shown a portion of the great crowd which gathered in front of the theatre prior to the opening of the performance, drawn there by the double attraction of the most worthy cause aided by the premiere and by the veritable galaxy of prominent personages participating in the event.

Bundle of Joy" stars Debbie Reynolds and Eddie Fisher re here shown with Msgr. Bela Vargas, of First Aid or Hungary, Inc.

Eugene Picker, vice-president of Loew's Theatres; Walter Branson, RKO vice-president in charge of worldwide distribution, and Himan Brown, executive producer of Galahad Productions.

at Levy, RKO eastern sales manager, d Sid Kramer, RKO foreign sales manger.

Thomas F. O'Neil, chairman of the board of RKO Teleradio Pictures, and Walter Branson, RKO vice-president in charge of worldwide distribution.

Fred Schwartz, president of Distributors Corporation of America, and Mrs. Schwartz.

(Advt.)

AB-PT Loan

(*Continued from page* 1)

Oct. 1, 1958. There is an option for an additional $5,000,000 exercisable by Oct. 1, 1958, he said.

Goldenson told stockholders that of the proceeds, $37,234,000 will be used to pay off existing debts and the balance will be added to the working capital. The loan will mature serially from July 1, 1957, to July 1, 1977, with a final maturity on Jan. 1, 1978, he said.

"The loan fortifies the company's financial position so that its activities can be expanded on a sound and carefully planned basis, and in particular, will provide the funds to finance the further growth, including additional facilities required in television," Goldenson said.

The letter to stockholders accompanied the AB-PT fourth quarter dividend check. The payment on the common stock includes an extra dividend of 30 cents a share, an increase of 10 cents over last year's extra dividend, in addition to the regular quarterly dividend of 25 cents a share. The preferred dividend is at the regular rate of 25 cents per share.

Johnston and Nehru

(*Continued from page* 1)

cided whether he would go to Hollywood while on the West Coast.

An MPA spokesman denied published reports (not in MOTION PICTURE DAILY) that Johnston had discussed the 100 per cent import duty increase in India with Prime Minister Nehru during the latter's current visit to Washington. Any such discussion would have been "most inappropriate," the spokesman stated. He said MPA had taken the matter up with the Indian government through the proper channels here—lodging a protest with the Indian Ambassador. The Ambassador has already taken the matter up with the Indian Finance Minister, it was reported.

Johnston will probably not leave for his expected European trip until mid-February, it was added.

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REVIEW:

Full of Life

Columbia Pictures

THE TRIALS AND tribulations of pregnancy for the first time as experienced by an expectant mother and her relationships with house, home and family are presented in Columbia Pictures' "Full of Life" in a highly humorous, light-hearted fashion which should keep adult audiences entertained throughout. Director Richard Quine has kept the story, scripted by John Fante, moving at a fast pace and has secured fine performances from an excellent cast topped by Academy Award winner Judy Holliday, Richard Conte and film newcomer, Salvatore Baccaloni, of Metropolitan Opera reknown. Fred Kohlmar produced.

Much can be acclaimed about the acting performances of the top marquee attractions. However, special mention must be given to Baccaloni, who steals the show from the veteran film actors, Miss Holliday and Conte. The newcomer is presented in his first film role as an Italian stonemason, the father of Conte, who loves to drink wine and to rule his brood with an iron hand.

Miss Holliday also is exceptionally fine in her role as the expectant mother. She has compulsions and obsessions and goes on binges—eating, reading books and demanding cleanliness to be sure that her baby will not emerge in a germ-ridden world. She is aghast at her "cow-shaped" figure and, in one funny sequence, with the aid of a full mirror, studies her misshapen body with such concentration that audiences can't help but laugh. Conte is presented as a struggling writer, who finds it difficult to do his work, because of his wife's pregnancy, his termite-ridden home, and his father's strong will.

The story begins when the kitchen floor crumbles beneath Miss Holliday. In order to save a huge repair bill, Conte enlists the aid of his father, Baccaloni, who is an all-round repair man. However, Baccaloni wonders why Miss Holliday and Conte haven't given him several grandchildren after six years of marriage, and he carefully informs them about old-country recipes, such as garlic, sure to bring boy babies.

In ensuing humorous scenes, Baccaloni expresses his distaste for the stucco home in which his son and daughter-in-law reside, and he proceeds to rip it apart, verbally and physically. The situation reaches its climax when the nearly-due Miss Holliday and Conte are married in a church ceremony to please Baccaloni, who feels, their civil ceremony was not legal. Immediately after the wedding Miss Holliday gives birth to her first child; Conte sells a story; Baccaloni builds a huge fireplace in the house "for my grandson," and the kitchen floor is repaired by a carpenter. And everybody is happy.

The sole reservation one may have about the film is the manner in which pregnancy is kidded throughout. In one sequence, Miss Holliday is in a wedding gown, going pregnant into a hospital, and this may raise some eyebrows.

Supporting the principals excellently are Esther Minciotti, Joe DeSantis, Silvio Minciotti and Penny Santon. Fante, who wrote the original novel, also wrote the screenplay.

Running time, 91 minutes. Adult classification. Release, in February.

LESTER DINOFF

Mexican Exhibitor

(*Continued from page* 1)

duce films next year on a considerable scale.

He revealed that he has $2,400,000 available to make pictures during 1957. He denied rumors that he will go to Europe, saying that he intends to remain in Mexico and concentrate on exhibition and production.

Baldwin Cancels Tour

Charles Baldwin, overseas representative for the Motion Picture Export Association, will not go to Egypt to study restrictions imposed in that country on American companies, it was reported here yesterday. Baldwin, who will arrive in New York today from Europe for a Christmas vacation, has had difficulties in securing a visa to Egypt. He finally received one, but decided to cancel the tour.

Freeman to Report

(*Continued from page* 1)

earlier this week to discuss the business building program, which includes the proposal to conduct an Sweepstakes in conjunction with the annual nominations and presentations of the Academy Awards.

The latter proposal was given tacit approval by the board of governors of the Academy of Motion Picture Arts & Sciences. Lewis, national director of advertising, publicity and exploitation for United Artists, has not received an official report from the West Coast group thus far, it was reported here yesterday.

'Joy' Opening

(*Continued from page* 1)

Jessel. Lincoln said that the proce to CARE were the largest recei from a motion picture premiere.

The premiere was attended by number of entertainment world civic and social personalities. A the presentation of the film, the st Eddie Fisher and Debbie Reynol hosted the attending notables at party at the Empire Room at Waldorf-Astoria Hotel.

Rank, Fox Deal

(*Continued from page* 1)

tract in a three-way production d involving the actor, Rank and 2 Century-Fox. He will appear seven pictures for Rank, three Fox, and five independent films Angel.

Maj. Angel is scheduled to prod the 15 pictures with More, wh have been budgeted at four mill pounds, the company announc Two of the productions have b announced as "She Carries Her Na with Pride" and "Seven Thunde to be made in 1957.

Mrs. Lydecker Dies

BOSTON, Dec. 19—Funeral se ices for Mrs. Mary L. (Condon) decker will be held tomorrow at Agnes Church, Arlington, Mass. president and treasurer of Film change Transfer Co., she died o heart attack Monday. She was widow of Henry T. Lydeck founder and operator of the larg film carrier service in New Engla who died in 1940.

Circuit Host to Oldste

LOS ANGELES, Dec. 19.—Met politan Theatre Corp. will entert 1,800 Los Angeles County reside over 65 years of age at the Orphe Theatre tomorrow for the screen of "Hollywood or Bust," sponsored county supervisor John Anson F as the first in an annual series.

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oew's Board

(*Continued from page* 1)

e of his proposals for changes ch he said might avoid a proxy t if they are achieved.

His proposals were contained in a er delivered to Vogel last Monday released to the press yesterday. y included removal from the w's board of directors of five mem- s aligned with management, other n Vogel and Arthur Loew, chair- n. They are: Charles C. Mosko- z, Loew's treasurer and vice-presi- t; Charles M. Reagan, vice-presi- t in charge of distribution; How- Dietz, vice-president in charge of ertising-publicity; Benjamin Mel- r, Loew's counsel, and George A. wnell of the law firm of Davis, k, Wardwell, Sunderland & ndl, special counsel to the com- y.

omlinson told the press conference he also wanted Moskowitz and tz dissociated from the parent pany.

Wants Representation on Board

n addition, he said he wants all iges of the former Nicholas M. enck and Dore Schary regimes and r influences at home office and lio eliminated. Tomlinson also ts representation on the board of ctors but declined to say how y directors he would settle for. A pany statement said Tomlinson been offered a board post on sev- occasions.

omlinson refused to comment on orts that he had at first asked for n places on the board of 13, and sequently reduced the request to

He also declined to confirm a ort that he was prepared to post 5,000 to finance a proxy fight.

omlinson said he conferred with is B. Mayer, former head of G-M production, in Hollywood eral weeks ago and asserted that er had offered to return to the lio if Tomlinson succeeded in his ands for changes "for sufficient to make the Lion roar again." nlinson added that "under no cir- stances would he (Mayer) lend self to the present management."

Annual Meeting Feb. 28

oth Tomlinson and Javits insisted they have organized no stock- lers' committee nor have they de- d to go ahead with a proxy con- yet. The Loew's annual meeting cheduled for Feb. 28. They said eply to questions that they have ferred with other large stockhold- ers and their representatives but have as yet formed no alliances with others. They apparently have no candidate in mind for president or other offices in the event they pressed a proxy fight.

Stanley Meyers of Wometco Theatres, Miami, was an observer at the press conference in Javits' office but disclaimed a part in the Tomlinson program. Both Meyers and Javits said they own Loew's stock.

Company Issues Statement

Loew's statement issued following the board meeting said that Tomlinson's letter had been "fully explored" at the meeting prior to the directors' expression of confidence in "the new leadership" of Vogel. It reiterated a desire to have the "fullest stockholder expression and representation in the management of Loew's affairs."

Vogel said: "It has always been the intention of the company to have a majority representation on the board of non-employes." The last stockholders meeting elected seven non-company members and six management, he pointed out. Vogel added that he would release a detailed program on the future of Loew's at an early date and pointed out that he had already implemented several of the suggestions called for by Tomlinson and his associates. Both Schenck and Schary have been disassociated from active management of the company's affairs.

Calls Vogel 'Unhampered'

A spokesman for Loew's said: "It must be perfectly clear that Vogel has been in his new post for less than 60 days. He comes to the production and distribution organization with an open mind and is unhampered in his decisions by any previous management or any personal ties. During this short time that he has been in office he has made drastic, even dramatic, changes in leadership in the direction of the corporation's affairs.

"Ironically, Tomlinson has, both publicly and privately, voiced his confidence and enthusiasm for Vogel and his new leadership. It seems obvious that Vogel's sincerity and integrity are unquestioned, and therefore he should be given every opportunity to demonstrate his leadership.

"Vogel will be available in the future, as he has been in the past, to stockholders, bankers and other interested parties, in helping to establish a program for the future of Loew's that will lead to increased profits and increased dividends."

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Crooks, Wall Streeter, Resigns from Loew's

Richard Crooks, a partner in the brokerage firm of Thomson & McKinnon, who was elected to the Loew's board of directors last month to fill one of two vacancies occasioned by the resignations of representatives of Lehman Bros. and Lazard Freres, has submitted his resignation, it was disclosed yesterday.

Television Today

Writers Guild-NBC Suit Settled Out-of-Court

The Writers Guild of America, East, Inc., and the National Broadcasting Co. have reached an out-of-court settlement on a law suit against NBC in excess of $1,000,000. At the same time, Writers Guild agreed to withdraw a formal unfair labor practice charge against NBC filed with the National Labor Relations Board.

Both the suit and the complaints were based on a Guild contention that NBC during the Democratic national convention in Chicago had paid to enroll a number of Guild newswriters without their knowledge or consent in the National Association of Broadcast Engineers and Technicians. In its complaint to the NLRB, the Guild said that NBC "interfered with, restrained and coerced," a number of its employees "by obtaining membership cards for said employees in NABET" and "by paying dues for said employees without their knowledge or approval."

Guild Named Bargainer

The newswriters involved are among the 70 or more employed on news and special events programs produced in New York by NBC under terms of a contract which names the Guild as their sole and exclusive bargaining agent.

Buy Atlanta Station

ATLANTA, Ga., Dec. 19 — Radio station WOAK has been sold to three local people who have been operating the station under a lease for two-and-a-half years, it was announced by J. D. Woodruff, Sr., of Columbus, Ga., the former owner. The station was purchased by Stan Raymond, Senas Sears and Dorothy Lester, Woodruff said. The company broadcasts Negro programs and is considered one of the most successful operations of its kind, Woodruff, who is president of the new company, asserted.

Book 'Holy Night'

"Holy Night," a 30-minute TV film dramatizing the birth of Jesus, has been booked by stations in 22 markets for exhibition on Sunday, Dec. 23. Irving M. Lesser, president of Major Television Productions, Inc., distributors of the subject, said that among the markets set for the simultaneous showings are Cleveland, Cincinnati, Louisville, Richmond, Nashville and Youngstown.

Langlois Moves

Langlois Filmusic, serving numerous producers of programs and commercials in the TV and film fields, has moved its entire operation to 1755 Broadway here, according to Cy Langlois, Jr., president.

Who's Where

Michael Boland and **J. Russell Gavin** have been elected assistant treasurers of ABC, it has been announced by **Simon B. Siegal**, treasurer of the company. Boland has been a member of the ABC cost control unit since Nov. 1955, and Gavin has been chief accountant of the company since Sept. 1954.

□

Oliver Treyz, vice-president in charge of television at ABC, has been appointed to the television board of directors of the National Association of Radio and Television Broadcasters, it has been announced by **Harold E. Fellows**, president of NARTB. Treyz replaces **Ernest L. Jahnke, Jr.**, who recently resigned his vice-presidency at ABC.

□

Dr. Douglas Steel of Prince Edward Island and **Kenneth G. Montgomery** of Edmonton, Alberta, have been appointed governors of the Canadian Broadcasting Co. for three-year terms.

□

Vinton Freedley, Jr., has been elected a vice-president and member of the board of directors of TV Dept., Inc., it was announced by **William R. Deering**, president of the company. Freedley was formerly national sales manager for NBC Radio.

□

Bruce Bryant, account executive at CBS Television Spot Sales, has been named eastern sales manager of that organization, **John Schneider**, general manager, has announced. Bryant replaces **Tom Judge**, who has resigned from the company.

Buy Four N.Y. Scripts

Television Programs of America has announced the purchase of four scripts from New York writers for the company's new TV series, "New York Confidential." Jerry D. Lewis, Jack Bennett, John Butler and Palu Franklin are the authors of the properties, all to be shot on New York sites.

Ga. Institute Slated

ATHENS, Ga., Dec. 19—The 12th annual Georgia Radio and TV Institute will be held at the Henry Grady School of Journalism at the University of Georgia here Jan. 23-25, it was announced by the Georgia Association of Broadcasting and the Grady School, sponsors of the affair.

Sapphire in N.Y.

Sapphire Films, Ltd., producer of TV adventure series films for Official Films, Inc., has opened a New York office under the management of Peggy Phillips. Miss Phillips will serve as American story editor for Sapphire, a London firm, at the new office at 420 Madison Ave.

THE RAINMAKER

"Sweeps from the screen with the force of a whirlwind! Behind that impact is the masterful playing of Burt Lancaster and Katharine Hepburn! Blasting emotional force!"

—Alton Cook, World-Telegram & Sun

THE RAINMAKER

"A can't-miss theme and bull's-eye hitting performances! Lancaster has never been better or half as rip-roaring! Hepburn wrings your heart!"

—Archer Winsten, Post

THE RAINMAKER

"Shines! Very funny . . . always tender! A pot of gold!"

—William K. Zinnser, Herald Tribune

THE RAINMAKER

"Brings magic! Hepburn and Lancaster in elegant performances! Will undoubtedly capture you!"

—Justin Gilbert, Mirror

THE RAINMAKER

"Katie and Burt score solidly! Lancaster gives a convincing and breezy performance . . . Miss Hepburn makes the most of her role!"

—Rose Pelswick, Journal-American

THE RAINMAKER

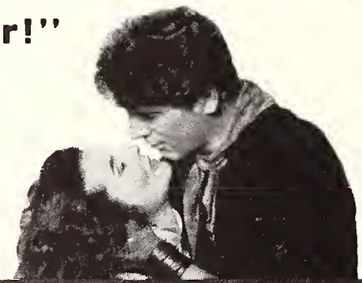
"HIGHEST RATING! Katharine Hepburn will undoubtedly be nominated for an Oscar! Burt Lancaster is fascinating . . . can take a bow for his performance!"

—Wanda Hale, Daily News

THE RAINMAKER

"Splashes humor and sentiment all over!"

—Bosley Crowther, Times



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A Merry Christmas

MOTION PICTURE DAILY

A Merry Christmas

VOL. 80, NO. 119 NEW YORK, U.S.A., FRIDAY, DECEMBER 21, 1956 TEN CENTS

e Improvement

oew's Holders oice Doubts 'n Proxy Tilt

Vogel Is Making Good ogress; Ask Fair Trial

pokesmen for large stockholders Loew's, Inc., said yesterday they e made no commitments with any r stockholders or group to en- in a proxy contest with the com- 's management for control at the ual meetting next Feb. 28.

he statements included assertions some that they believed that Jo- R. Vogel, Loew's president, is on

(*Continued on page 2*)

epare Rough Draft 'Sweepstakes' Data

concerted effort is being made by advertising and publicity directors mittee of the Motion Picture As- ation of America to prepare a gh draft on how the Academy rd Sweepstakes will be conduct-

(*Continued on page 4*)

EA To Submit Films Japanese 'PCA'

he board of directors of the Mo- Picture Export Association has nimously ratified a proposal that member companies submit their to the Japanese Production Code inistration, it was announced by official of the MPEA here yes- ay.

he matter of joining EIRIN was n up by the MPEA board at its ting earlier this week. The direc- before giving unanimous ap- al to the move, conferred with individual companies before fying the MPEA that each will nit their films to EIRIN for ap- al or disapproval.

'To Achieve Full Results'

Public Should Be Educated in What The Production Code Means: Flick

Special to THE DAILY

ALBANY, Dec. 20.—The Motion Picture Association should promote "a comprehensive and imaginative effort to create greater understanding on the public's part of the Production Code," in the opinion of Dr. Hugh M. Flick, executive assistant to the State Commissioner of Education and former director of the Department's Motion Picture Division.

Dr. Flick said: "Wherever there are rules or regulations to be enforced, it is important that they be understood. In the case of the motion picture Production Code, this understanding should most certainly be shared by the public. In fact, I think such an understanding is essential if the Code is to achieve the full results which the Motion Picture Association hopes. With understanding will come stronger support for the Code."

Dr. Flick added that while no one "can quarrel" with the principles of the Code, there is the matter of "interpretation and administration" to be seriously considered. "Here lies the difficulty and danger," he stated.

"The Motion picture Production

(*Continued on page 4*)

'57 Brotherhood Award To Go to Jack Warner

Jack L. Warner, president of Warner Bros. Pictures, Inc., has been named recipient of the 1957 Brotherhood Award of the National Conference of Christians and Jews, it was announced yesterday by William J. Heineman and Spyros S. Skouras Jr., national co-chairmen of the amusement industry's Brotherhood Drive.

Jack L. Warner

The award is made in recognition of Warner's contributions to better understanding among Americans of all faiths." It will be presented to the veteran motion picture executive at the 12th annual Brotherhood Dinner at the Waldorf-Astoria Hotel in New York on Jan. 24.

The testimonial gathering, which

(*Continued on page 5*)

Goldwyn Praises PCC As Gift Building Opens

From THE DAILY Bureau

HOLLYWOOD, Dec. 20.—In the presence of state, county, city officials and industry leaders, the Hollywood Permanent Charities Committee today dedicated its new $75,000 headquarters building donated by Samuel Goldwyn with appropriate ceremonies witnessed by press and profession.

Goldwyn, after accepting a gold

(*Continued on page 4*)

Revised Code Pleases Bishops Group Head

Special to THE DAILY

ALBANY, Dec. 20—Bishop William A. Scully, chairman of the Catholic Bishops' Committee on Motion Pictures, said today speaking for the committee that he was "pleased" with the revised Production Code released last week by the Motion Picture Association of America. He declared he was "aware of the pressures put upon the committee

(*Continued on page 4*)

Television Today

Page 5

Marc Spiegel

Sees Business Way Ahead in Europe in '57

Attributes Expected Jump To Sales in Red Lands

By LESTER DINOFF

Motion picture theatre business in Continental Europe for the American companies will increase considerably next year due to the sale of product to Iron Curtain countries, Marc Spiegel, overseas representative for the Motion Picture Export Association, said yesterday in reporting that the official license agreements with Poland and Czechoslovakia should be signed in 15 weeks.

Spiegel, who arrived in New York

(*Continued on page 4*)

TESMA, TEDA Slate Joint '57 Events

Theatre Equipment and Supply Manufacturers Association and the Theatre Equipment Dealers Association will meet concurrently Sunday and Monday, Nov. 17 and 18, 1957, for business and social events at the

(*Continued on page 4*)

Holiday Theatre Here To Play Films Again

Broadway will acquire a new first-run motion picture theatre next Wednesday when the former Holiday Theatre becomes the Central Theatre, opening with "Dance with Me Henry," a United Artists release.

The Central, to be operated by Maurice Maurer, who formerly headed the Victoria, Astor and Bijou theatres before their acquisition by City Investment Co., has been closed for refurbishing and modernization. As the Holiday, it has presented both films and legitimate productions.

Merry Christmas United Artists

PERSONAL MENTION

GEORGE D. BURROWS, Allied Artists executive vice-president, will leave Hollywood today for New York.

•

ARTHUR SILVERSTONE, 20th Century-Fox assistant general sales manager, has returned to Mt. Sinai Hospital here for treatment of a throat ailment.

•

ROBERT WILBY, president of Wilby-Kincey Theatre Service, Atlanta, was host there at a Christmas party for Film Row bookers and theatre managers.

•

DIMITRI TIOMKIN, composer, will return to Hollywood today from New York.

•

JAMES MASON will return to New York from London on Saturday via B.O.A.C.

•

R. A. EDMONDSON, JR., vice-president of Dixie Drive-in Theatres, Atlanta, has been elected a director of the DeKalb County Federal Savings and Loan Association.

•

SARAH CHURCHILL will return to London tomorrow from New York via B.O.A.C.

Over 300 Theatres Set 'Zarak' for Holidays

More than 300 theatres across the country, including 18 major circuits, have responded to the six-month trade paper advertising campaign for "Zarak" and have booked the Warwick production as their Christmas-New Year's holiday attraction.

545 Enter Contest

A total of 545 theatremen have already formally entered the "King of Showmen" contest that will award $2,500 in cash and a Hollywood trip for the best local campaign on "The King and Four Queens," it was announced this week by Roger H. Lewis, United Artists national director of advertising, publicity and exploitation.

No Paper Monday, Tuesday

MOTION PICTURE DAILY will not be published Monday, Dec. 24, or Tuesday, Dec. 25, because of the Christmas holidays.

Report Confirmed of Fox European Change

Murray Silverstone, president of 20th Century-Fox International, yesterday announced the appointment of Albert Cornfield as supervisor of Continental Europe, England and the Near and Middle East, effective January 1, confirming a report from Paris published in MOTION PICTURE DAILY Wednesday. James F. Pattinson continues as managing director of England.

John Lefebre

John Lefebre, general sales manager of Continental Europe and the Near and Middle East, has been appointed managing director of the countries comprising these territories, headquarters as heretofore, in Paris.

Lefebre joined 20th Century-Fox International in 1945, being assigned to the Near and Middle East as supervisor after having been attached to the film section of SHAEF during the war. Prior to World War II, Lefebre was with M-G-M for fourteen years. In 1951 he was promoted to sales manager of Continental Europe and the Near and Middle East areas, which position he held until his appointment of managing director.

It was also announced that Oscar Lax, home office representative in the Near and Middle East, will become assistant to Lefebre with headquarters in Paris and William Lampros will succeed Lax as supervisor of the Near and Middle East, in addition to carrying on in his current status as the company's managing director for India, Pakistan and Burma.

W. E. Drumbar Dies; Tennessee Exhibitor

KNOXVILLE, Dec. 20. — William E. Drumbar, associated with local theatre business for 40 years, died at Baptist Hospital here after a long illness.

Drumbar started here as city manager for the Publix Theatres Corp. in 1917. He travelled to North Carolina and Texas as district manager for the company, which later became the Wilby-Kincey chain.

List Dividend

At a meeting of the board of directors of List Industries Corporation (RKO Theatres) held yesterday a dividend of 25c per share was declared payable on January 14, 1957, to holders of record at the close of business on Dec. 31, 1956.

Letter-Writer Is Agreed Theatre Is 'Utility'

Special to THE DAILY

MINNEAPOLIS, Dec. 20 — Benjamin N. Berger, Minneapolis circuit owner and president of North Central Allied, who has maintained for a number of years that the motion picture industry is a public utility and therefore film rentals and other distributor practices should come under federal regulations, last week found his campaign had taken a new and unexpected twist.

In a letter to the editor of the Minneapolis Tribune, A. Benjamin Anderson of Minneapolis complained about ticket-scaling practices at the Lyceum Theatre, Minneapolis legit house which is operated by Berger. Anderson maintained that the Lyceum "is in one sense a public utility" and advocated a one-price policy for the entire house.

FJP To Honor Weede, Garland and Andrews

Judy Garland, Julie Andrews and Robert Weede will receive awards for their "achievement in their chosen profession" on Tuesday afternoon, January 8, in the Grand Ballroom of the Hotel Sheraton-Astor here. The occasion will be the "Mark of Achievement" luncheon of the Amusement Division of the Federation of Jewish Philanthropies.

Oscar Hammerstein II, chairman of the awards committee and Harry Brandt of Brandt Theatres, chairman of the luncheon committee, yesterday announced the selection of the stage group which will join with the previously announced winners in the motion picture field, producer Michael Todd, UA executive Arthur Krim and actress Judy Holliday. In addition, a posthumous award for service and leadership in the film industry will be presented to the family of the late Jack Cohn of Columbia Pictures, one of the pioneers in the field.

Bankers Trust Names Golden Vice-President

Herbert L. Golden, in charge of the Amusement Industries Group at Bankers Trust Co. here, has been named vice-president, it was announced yesterday by S. Sloan Colt, chairman of the board. Golden, who began his career with the bank in 1952, was elected an assistant vice-president in 1954.

During World War II, he served as a lieutenant in the United States Navy for three years and as a member of the film staff of the U. S. Government for one year.

Loew's Holder

(*Continued from page* 1)

the right track and deserves more ti to put his new plans and policies in effect. Some noted that considerat progress in this direction has be made already at the studio and in t field, and that more is to be expecte Vogel is scheduled to leave for t Coast tomorrow for a stay of abo two weeks.

The statements were made in re to inquiries as to whether any of t large and potentially dissident stoc holder groups is prepared to suppo a proxy contest should one be initiat by Joseph Tomlinson, who told t press Wednesday that his 250,0 shares of Loew's are believed to ma him the largest individual stoc holder.

Wants Five Resignations

Tomlinson is demanding that fi management representatives resi from the Loew's board. They are C. Moskowitz, Charles M. Reag Howard Dietz, Benjamin Melni and George A. Brownell. The lat was described as a management rep sentative by Tomlinson even thou he is a partner in the law firm Davis, Polk, Wardwell, Sunderla & Kiendl, special counsel for Loew Tomlinson has not revealed how ma of the vacancies he would expect fill if his demand was met.

Stockholders' spokesmen who wou comment on the Tomlinson pr statements, which were joined in Benjamin Javits, his counsel, who a is a substantial stockholder in Loew noted that Vogel has a definite p gram for improvement of the compa and that they believe it to be to t stockholders' interests to give the n company head a fair chance demonstrate how much of it can realized.

Points to Short Tenure

"Vogel has been in office only weeks," one said. "It is not reasonal to expect him to correct a situati in that time that has been years in t making. It is apparent that his pla to cut deadwood and costs at the s dio and in the field are making hea way. He has other significant pla in work which, if effected, will be major import to stockholders."

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center
MARLON BRANDO · GLENN FORD
MACHIKO KYO
starring in CinemaScope and METROCOLOR in
"THE TEAHOUSE OF THE AUGUST MOON"
AN M-G-M PICTURE
and THE MUSIC HALL'S GREAT CHRISTMAS SHOW

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ASCAP extends to all

our friends in the Entertainment World Season's

Greetings and Best Wishes for a Happy and

Prosperous New Year!

THE AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS
575 Madison Avenue, New York 22, New York

Europe in '57

(*Continued from page* 1)

from his Paris headquarters mid-week, pointed out that picture business in France, Holland, Belgium and West Germany was affected by the Middle East-Sucz crisis.

"In Paris, business dropped from 25 to 30 per cent in first run theatres at the start of the crisis. The public had no heat, no gasoline, and started hoarding staples. What the trend will be in business for the next few months, it is difficult to foresee," he said.

The MPEA representative said that billings in Holland are now off by five per cent; Belgium, stable; West Germany, about even; and "nothing doing" in Denmark and Spain.

American films could considerably help the political scene in Poland especially as that country's people have a great thirst for Western culture and ideas, Spiegel believes. He said that when he returns to Europe in late January, he will resume negotiations for the sale of American product to East Germany. Sales to Hungary have been temporarily stymied by the political scene there, he said.

Official Pact to Be Signed

"The gross revenue to the nine companies which are currently selling films to Poland and Czechoslovakia depends on the features which they select," Spiegel said. An official license agreement will be signed after they finish screening all 60 features in 15 weeks and a flow of dollars will begin to the American companies through the U.S.I.A. money guarantee program, he stated.

MPEA president Eric Johnston, at his press conference announcing the decision to sell American product behind the Iron Curtain, estimated that the revenue would be in the neighborhood of $500,000 annually.

'Sweepstakes'

(*Continued from page* 1)

ed" for presentation to the Academy of Motion Picture Arts & Sciences in Hollywood, according to an MPAA official.

The work is being conducted by Alfred H. Tamarin of United Artists, who currently is in Hollywood. Tamarin appeared before the board of governors of the Academy last week and received "tacit approval for the Sweepstakes," the MPAA official said. However, he now is preparing a rough draft of the specifics involved.

Meanwhile, the MPAA business building coordination committee is awaiting an official report from Y. Frank Freeman, board chairman of the Association of Motion Picture Producers, on the "Golden Jubilee" business building plan. Freeman, late Wednesday evening, notified Roger H. Lewis, advertising-publicity group chairman, that the AMPP had approved the plan.

The MPAA official said here yesterday that once the AMPP report is received, it is hoped that an all-industry meeting could be called for next week "or at the earliest date."

REVIEW:

The Wrong Man

Warner Bros.

ALFRED HITCHCOCK is a director with a distinction he shares with only a few of his colleagues: His name means something to the public. Seen on the marquee it immediately suggests to the potential moviegoer a suspense story, filled with surprising twists in the plot, sprinkled with wit and set most of the time in a sophisticated milieu.

"The Wrong Man," the famed director's new film for Warner Brothers, represents quite a departure from standard Hitchcock. It is true that the main plot line, which has to do with the arrest and imprisonment of a man for a crime he did not commit, qualifies it—in a measure—as a story of suspense. But the emphasis and treatment of this particular case of mistaken identity, in the script of Maxwell Anderson and Angus MacPhail, put it instead in the category of straight drama—and a tragedy, at that.

In that category it is an exceptionally well-made film and, properly promoted as a change of pace for Hitchcock, could be expected to do well at the box office. The fact that it is based on a true incident—a fact which is explained by Hitchcock himself in a foreword—is also exploitable. There are in addition the considerable assets of the talented Henry Fonda giving a splendid performance in the leading role and the use of actual locales in New York City for the story's background.

Fonda portrays Manny Balestrero, an "average" New Yorker who earns his livelihood playing the bass fiddle in the orchestra at the Stork Club. His routine existence as a husband and father of two small sons is violently disrupted when he is mistakenly identified as a bandit by the victims of a series of stick-ups. Circumstantial evidence is built up against him, and eventually he is brought to trial.

The scenes in which the hero, a modest and ordinary man, is suddenly thrown into the nightmarish experience of being picked up by the police, questioned, fingerprinted and then thrown into jail have been brilliantly staged by Hitchcock in a harsh, newsreel-like style. And Fonda assists him admirably in the way he conveys the stunned reactions of an innocent man to such indignities.

This phase of the picture is the most absorbing, for what follows is a series of further unsettling experiences for the hero which eventually become almost too much for the audience to bear as well. The worst of them is the mental collapse of his wife (played with exceptional skill by Vera Miles) who has become so psychotic by the time her husband is cleared that she has to be committed to a sanitarium. This collapse is dwelt upon at length in scenes of morbid and unalleviated gloom.

In a postscript the story is given a happy ending with the revelation that in real life the wife was eventually cured and the family started all over again down in Florida.

Running time, 105 minutes. Adult classification. Release date, January 26.

RICHARD GERTNER

Revised Code

(*Continued from page* 1)

charged with the revision of the Code to change it radically" and that he was happy that this had not been done.

"The Production Code," he said, "has been the first line of defense set up by the motion picture industry to prevent objectionable material from reaching the screen." It has been generally speaking most effective, he added. "A radical departure from the spirit and letter of the original Code would have been well nigh tragic," he said.

He pointed out that the new Code calls for greater discretion on the part of the men responsible for its Administration and he said he was confident that they would fulfil their responsibilities. He praised also the inclusion of a clause banning blasphemy on the screen.

N. Y. Mayor to Present Citation to Durante

Mayor Robert F. Wagner will present an official citation of merit to Jimmy Durante in ceremonies at City Hall next Wednesday, at 4:00 P.M., it was announced yesterday by Richard C. Patterson, Jr., commissioner of the Department of Commerce and Public Events.

Stage and screen stars will participate in the presentation which singles Durante out "for his contribution not only to the advancement of the entertainment industry, but also for his contribution to charitable and public service activities in New York City."

The Jewish Theatrical Guild of America is sponsoring an entertainment industry tribute to Durante with a dinner at the Waldorf-Astoria Hotel on Sunday, March 17, 1957, in which all phases of the industry will participate. Mayor Wagner's proclamation is in anticipation of this event.

MPAA Code

(*Continued from page* 1)

Code has firmly established the r tionale for the potency of motion p tures," continued Dr. Flick. "It h further stated in clear and uncontr versial terms sound moral values f the nation. The attempt to crea self-regulating rules whereby the sound moral values may be strengt ened through motion pictures is important contribution to our socie as a nation and as a member of t family of nations."

"The administration for accom lishing these ends is as difficult as is important," he added. "In order harmonize with our democratic so ety, any administration of regulato measures should contain a reasonal appeal system to an impartial agen as well as some means to prevent ploitation of good intentions by pe or philosophical racketeers."

"The present critical state" of ternational relationships places heavy responsibility on the moti picture industry, especially on the n jor companies who produce films th are played globe-wide, Dr. Flick b lieves.

TESMA-TEDA

(*Continued from page* 1)

new Americana Hotel, Bal Harbo Florida, it was announced jointly y terday by Lee Jones, TESMA pre dent, and J. Eldon Peek, TED board chairman.

TEDA had stated at the conc sion of the International Trade Sh at the New York Coliseum in Septe ber of this year that it would inv TESMA to join with it for meeti in the fall of 1957 somewhere in t middle west, apart from whate meetings and trade show that TES might have with any other organi tions.

The TESMA-TEDA meetings v immediately precede the joint conv tions and trade show to be conduct by TESMA, Theatre Owners America and the National Associati of Concessionaires at the Americ Hotel starting Wednesday, Nov. and concluding Saturday, Nov. 23.

Goldwyn Lauds PCC

(*Continued from page* 1)

key from Gov. Goodwin J. Knig said, "I am touched by the honor th has been paid me by naming t building the Samuel Goldwyn Pern nent Charities Building, but I w you to know that this building sho never be considered as a tribute monument to any one person. stands as a symbol of the warmth a open-hearted generosity of all t wonderful people in the industry a as tribute to what they have done o all the years in helping the less for nate of their fellow men."

Predicting that the present PC campaign will surpass all previc drives, campaign chairman Je Lewis disclosed that 22,450 subscr ers have given $1,163,935 up to t point, with six months longer to

EVIEW:

Zarak

Columbia—Warwick—CinemaScope

HOLLYWOOD, DEC. 20

ITH NAMES AS magnetic as Anita Ekberg, Victor Mature, Michael lding, CinemaScope and Technicolor as working capital, any exhibitor exploitation man who couldn't get a big opening night attendance this Warwick Production would have to be a dull fellow indeed and tter off in some other business. And the picture backs up the promise the billing substantially enough to satisfy that big opening night endance reasonably well, although possibly not in quite the way the ling may suggest to some. The glamor that setting, stars and billboard terial indicate is present, to be sure, but the picture's strong point—d it is very strong, by all standards—is its magnificent desert-war quences, performed by thousands of horsemen, seen as native tribes-n and as British soldiery, over a terrain so broad as to stretch the pacities of CinemaScope. No film ever excelled this one in this field martial conflict.

The screenplay by Richard Maibaum, based on a story by A. J. Bevan, s Mature as the son of the native ruler of an Afghanistanian princi-lity in the Kyber Pass country, and Miss Ekberg as a reluctant wife Mature's father who banishes Mature after finding him and Miss berg in passionate embrace. Joined by two other sons of the aging er, whom he will succeed in due course, Mature sets out on a career outlawry which begets him a reputation so far-reaching that the itish send Wilding to take charge of troops stationed in the area and igned to capture him. The script, which appears to have come in for measure of arbitrary excision in some of the earlier scenes featuring ss Ekberg in motion, follows a long course, replete with complications, prises, and much, much fighting and killing, to an ending in which ature, substituting for Wilding, in restitution for having killed a holy n by accident, dies under the lash. It is by no means so simple a tale this necessarily brief outlining suggests.

Producers Irving Allen and Albert R. Broccoli, with Phil C. Samuel association, supplied generously the sinews of productional opulence, king the interiors, the costuming and the trappings, objects of sheer endor, and the desert vistas photographic delights.

Director Terrence Young, in association with Yakima Canutt and John lling, created sequences of conflict so actionful and exciting in their n right as to compensate for a degree of confusion, some of the time, to which two of the three fighting forces in the story are fighting h other on a given occasion.

Three directors of photography, John Wilcox, Ted Moore and Cyril owles, contributed superb camera work to the enterprise.

nning time, 94 minutes. Adult classification. For January release.

WILLIAM R. WEAVER

e-in Airline Contest ith 'St. Louis' Film

One of the 12,000 stewardesses in more than 35 domestic and rseas airlines will be chosen to re-ve the "Miss Spirit of St. Louis" ard as the world's ideal airline wardess, it was announced yester-by the Airline Stewards and wardesses Association. The Award l commemorate the 30th anniver-y in May, 1957, of Charles A. Lind-gh's trans-Atlantic flight.

A stewardess from each airline will chosen before April 20 by a pre-inary judging committee. These i-finalists will fly to New York for final judging in May, with the ard to be announced to coincide h the international world premiere Warner Bros. "The Spirit of St. is." The winner will be selected the basis of background, appear-, personality and grooming.

Brotherhood Award

(*Continued from page* 1)

formally launches the national Brotherhood Drive for 1957, will see tribute paid to Warner by more than 1,000 stars and leaders of the film industry, television, radio and the legitimate theatre.

The Brotherhood Drive has set as its goal for 1957 the most intensive fund-raising campaign in the history of the inter-faith effort. The humanitarian undertaking will be climaxed by the observance of Brotherhood Week, featuring a membership drive and solicitation of funds at more than 15,000 theatres throughout the country.

Acquires 'Fledermaus'

Artists-Producers Associates yesterday announced the acquisition of U.S. and Canadian distribution rights to "Remember, My Love," a British production of a modernized version of Johann Strauss' "Die Fledermaus."

Television Today

TV Set Distributors Have 'Heavy' Inventory

An "uncomfortably heavy" inventory of 2,700,000 TV sets is estimated in distribution pipelines at this date by television manufacturers. This figure represents almost one-third of all black and white production in 1956.

The number of unsold sets is called "not alarming," however, by manufacturers. The bulk of unsold sets is comprised of portables and inexpensive table models, involving a lower dollar value when compared to the smaller inventories reported at this time last year. There were 2,300,000 sets unsold in December, 1955.

Total production this year is expected to reach 7,400,000 units. Output for 1955 was 7,100,000. Several manufacturers have already cut back production and some have laid off employees. This is also called "not alarming" by manufacturers who point out that it is normal to curtail production shortly before Christmas.

Unless there are some big, unforeseen sales during Christmas, cut price merchandising is forecast for the first few months of 1957. It is expected to be on a much smaller scale than "the mad unloading" in the first half of 1956, following the heavy inventory then.

NBC Radio Advertising Hits Million in Week

Over $1,000,000 in net advertising revenue was recorded in new business by the NBC Radio Network during last week, it was announced yesterday by William K. McDaniel, vice-president of the radio section.

The purchases were made by six advertisers. Coldene purchased participations in "News of the World," Listerine will sponsor parts of "NBC Bandstand" and "Woman in My House," Ex-Lax in three afternoon serials and "Monitor," Olin-Mathieson in segments of "Monitor," and Radio Corp. of America in "The Most Beautiful Voice in the World."

Set American TV Bow Of 'War and Peace'

The American premiere of Sergei Prokofiev's opera, "War and Peace," will be presented by the NBC Television Opera Theatre Sunday afternoon, Jan. 13. The two-and-a-half hour program, in color and black and white, will be the first performance of the revised opera to be shown outside the Soviet Union, according to NBC.

Simmel in L. A.

Edward C. Simmel, vice-president for Gross-Krasne, Inc., in the Southern states, has arrived in Los Angeles from Dallas for business conferences.

The Critics Say . . .

As influential as the many nation-wide syndicated TV columnists, are the hundreds of local newspaper critics whose views — though they inevitably reflect regional preference — more often than not have national validity. These reporters, asked to vote again this year in the annual Motion Picture Daily-FAME poll of television talent and shows, added a variety of comments on their views of the industry. Among them were the following reports from Virginia and North Carolina. If the city represented has a TV outlet, the name of the station and its affiliations appear in brackets, along with the population of the city or town.

Jesse Chapman, World-News, Roanoke, Va. (WBDJ-TV, CBS; 91,921): "TV could use more commercials which fit the tone of the individual show-such as Garry Moore uses. . . . Some 90-minute shows would be better if cut by a total of 30 minutes or an hour."

C. W. Walton, Ledger-Star, Norfolk, Va. (WTAR-TV, CBS; WTOV-TV; 213,513): "Since so much TV programming includes 30-minute plays, it's encouraging that some of them are improving in quality. Soldiers of Fortune, Zane Grey Theatre, Bengal Lancers, Robin Hood and Sir Lancelot, although they cannot be classed with Climax, Alcoa Hour, Playhouse 90, Studio One, etc., do a terrific job in developing characters and situations in the short space of 20 or so minutes."

Victor O'G. Dorr, Richmond News Leader, Richmond, Va. (WRVA-TV, CBS; WTVR, NBC, ABC; 230,310): ". . . With the exception of summer programming, which was weak in 1956, television as a whole seemed to make good strides during the year. The addition of such a standout dramatic program was a decided asset. Good comedy came in with Hiram Holliday. It was a good television year, but there is still room for improvements."

Tom Wicker, Journal and Sentinel, Winston-Salem, N. C. (WSJS-TV, NBC; WTOB-TV, ABC; 87,811): "I refuse to pick the best in quiz shows or in filmed series, other than the generally excellent Phil Silvers Show. This sort of programming is ruining television. Omnibus, Gleason, Playhouse 90, one or two of the hour dramas, an occasional spectacular, and very occasionally Steve Allen, are the only programs at this time showing any initiative, intelligence or originality."

We're now shooting....for

your

good

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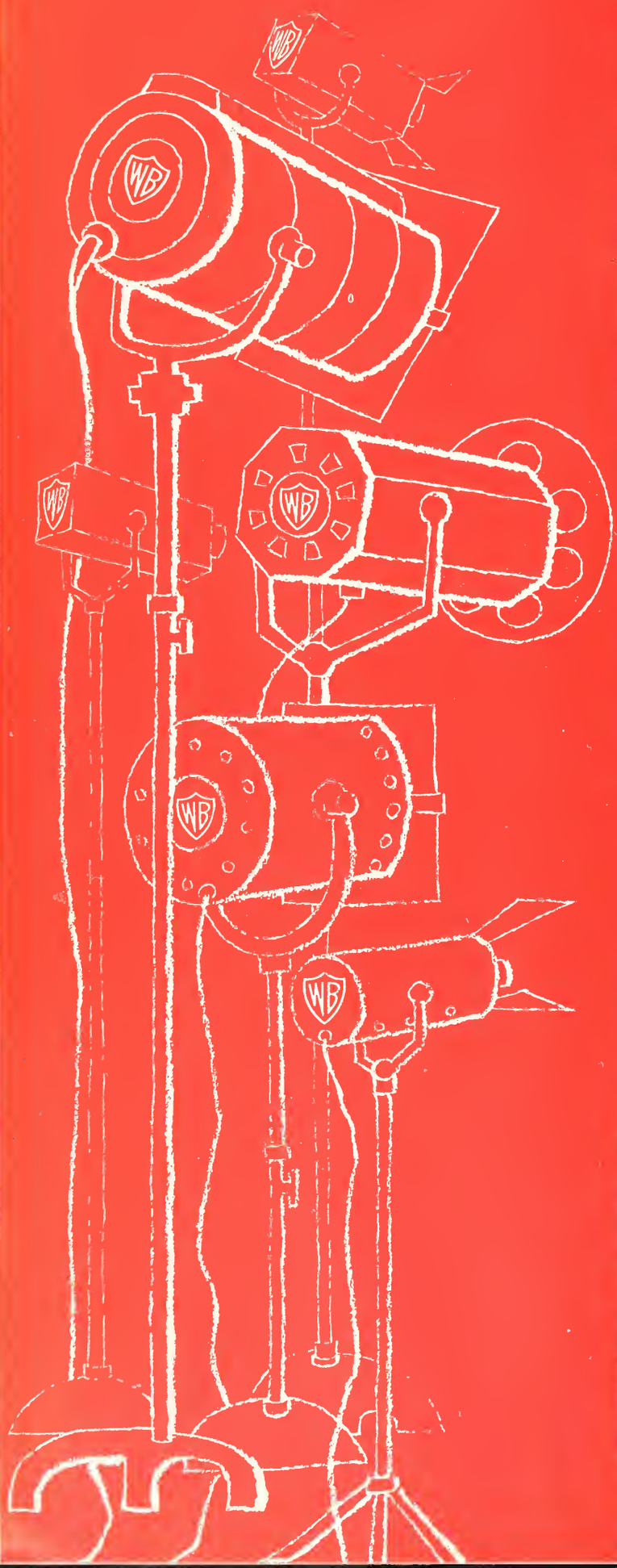
and

good

year.



All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 80, NO. 120 NEW YORK, U.S.A., WEDNESDAY, DECEMBER 26, 1956 TEN CENTS

Annual Report

CC Indicates ore Hearings or Toll-TV

l Studying Material eady Filed on Pay-TV

From THE DAILY Bureau

ASHINGTON, Dec. 25 — The ral Communications Commission n indicated it would probably hearings and other proceedings re making any decision on the roversial subscription TV issue.

its annual report for the year ng on June 30, 1956, the FCC that its study of the voluminous rial filed with the Commission oll-TV is not completed.

efore a final determination is ned by the Commission as to her the public interest would be

(*Continued on page 4*)

neral Services Held A. J. Silverstone

neral services for Arthur J. Silone, 54, assistant general sales ager for 20th Century-Fox, were here on day at the side Mel Chapel. rstone died day at Mt. Hospital ving one series of tions. lverstone, spent 35 in the mopicture inry, began areer with d Artists Corp., for whom he general sales manager in Great

A. J. Silverstone

(*Continued on page 4*)

Television Today

Page 5

Pre-Christmas Slump Was Severe

Long Holiday Period, Weather, Give Theatres Early Boom in Attendance

An early upturn from one of the most severe pre-Christmas attendance slumps on record was experienced by many theatres in all sections of the country over the long four-day holiday weekend.

Bad weather in the East and some other sections of the country cut down travel and motoring and contributed to the early pickup in theatre business, especially welcome because of the protracted fall recession.

The real holiday boom started yesterday for most theatres and will be at its peak through New Year's Day, probably tapering off to normal after Jan. 6 when most schools resume.

The inclement weather made a slight dent in Broadway theatre business on Saturday, but according to

(*Continued on page 2*)

'Oklahoma!' Policy Told

Twentieth Century-Fox has notified Allied States Association that if in any theatre playing "Oklahoma!", the gross does not justify the terms under which the picture is sold, it will recommend to the producer that the engagement be reviewed, according to a special bulletin from National Allied's general counsel and board chairman Abram F. Myers.

National Allied, at its recent Dallas convention, sent a protest to 20th-Fox president Spyros P. Skouras against the policy of "Oklahoma!" and especially the requirement of excessive straight percentage with no review or adjustment if the picture does not gross enough to warrant such percentage terms.

Myers said that the exhibitor organization has received the following

(*Continued on page 5*)

SW Launches Campaign Against Pa. State Tax

Special to THE DAILY

PHILADELPHIA, Dec. 25—Stanley Warner managers and executives have embarked on a local campaign here to form citizen committees to make direct appeals to city councils and other governing bodies for relief from local taxes in Pennsylvania communities which levy taxes on amusements, according to SW Philadelphia zone manager Ted Sehlanger, who said that the program was

(*Continued on page 2*)

Report on Child Films Published by UNESCO

The United Nations Educational, Scientific and Cultural Organization has published a 120-page Report on Mass Communications on "Films for Children and Adolescents". The report is based on information on films from 22 countries.

Church Groups Continue Protests Vs 'Baby Doll'

Special to THE DAILY

ALBANY, Dec. 25—Following week end publication of an editorial in "The Evangelist" on "Baby Doll", Rev. Thomas H. Kay, director of the Legion of Decency in the local Catholic Diocese, and Rev. Carlyle Adams, vice-president of the Albany Federation of Churches, called with six leading Albanians on Stanley Warner branch manager Raymond Smith here to request cancellation of the picture at the Strand. It is scheduled to open Dec. 31.

Smith told the delegation that

(*Continued on page 2*)

Magna Sets Income Record of $408,000

Domestic roadshow distribution of the Todd-AO production of "Oklahoma!" has enabled Magna Theatres to establish an income record in the quarter ended last Oct. 31, George P. Skouras, Magna president, reported to debenture and stock holders. Skouras said that film rentals and incidental income from the picture's distribution totaled $833,000 as compared to $407,000 in the previous quarter. Expenses in connection with distribution, including costs of prints and advertising, were $425,000, as compared to $409,000 in the preceding quarter.

Excess of income over expenses

(*Continued on page 2*)

Talks Underway

Disney Offers 25 Pictures to Red Satellites

Buena Vista's Price Hinges On Number Taken

By LESTER DINOFF

Buena Vista Film Distributing Co., subsidiary of Walt Disney Productions, is offering a list of 25 Disney films for sale to three Iron Curtain countries—Poland, Czechoslavakia and Romania, it was reported here.

According to an official of the company, negotiations have already been started by Buena Vista's representatives in Europe with film officials of the satellite nations.

"The film selection committees from these countries were shown our list of features, going back to 'Snow White and the Seven Dwarfs,' and

(*Continued on page 4*)

Loew's Fiscal Earnings Set at 90¢ Per Share

Loew's, Inc., earnings for the fiscal year which ended last Aug. 31, are estimated at 90 cents per common share (about $4,800,000) in comparison to $1.03 (or $5,300,000) for the preceding year, according to Joseph R. Vogel, president.

Vogel previously had reported that earnings for the first quarter of the current year are estimated at 30 cents

(*Continued on page 2*)

Hub Showman Deplores Young Executive Dearth

Special to THE DAILY

BOSTON, Dec. 25.—Richard A. Smith, vice-president of Smith Management Co., with headquarters in this city, today officially announced the inauguration of a new comprehensive insurance, medical and hospitalization plan for all managers and field executives of the company.

The announcement was made in a letter to all Smith executives wherein Smith reaffirmed his faith in the future of the industry. This was further evidenced by the company's acquisi-

(*Continued on page 2*)

PERSONAL MENTION

ARTHUR B. KRIM, president of United Artists, is in Hollywood from New York.

•

JOSEPH R. VOGEL, president of Loew's, Inc., who left for the Coast last weekend, is scheduled to remain there through most of January.

•

EDWARD POTASH, Universal Pictures sales manager in Philadelphia, became the father of a son, his third child, last week.

•

CHARLES JUDGE, manager of the Trans-Lux Theatres in Philadelphia, is recuperating from an illness.

•

ALEX STIEFEL, manager of the Uptown Theatre, Philadelphia, is confined in Lankenau Hospital there.

•

JERRY PICKMAN, vice-president of Paramount Film Distributing Corp., became a father over the weekend when his wife, MINETTE, presented him their first child, a daughter, at Rockaway Beach Hospital, N. Y.

Loew's Earnings

(*Continued from page* 1)

per share as against five cents for the same period last year.

Vogel told stockholders that negotiations are continuing for the licensing of the Loew's pre-1949 feature films to television in many markets. The number of agreements concluded to date will result in a gross income of approximately $27,500,000 over the next seven years. The company has also acquired a 25 per cent stock interest in two television stations and an option to acquire a 25 per cent interest in a third station, Vogel said.

The Loew's president told stockholders that "we are presently in negotiations with the insurance companies, the holders of the funded debt of the company to accomplish a division of this debt between the company and the theatre subsidiaries. When this division is effected, we will announce the date of the distribution of the shares in the new theatre company."

The Vogel letter accompanied a dividend check of 25 cents per share payable last Monday to stockholders of record last Dec. 6.

Crabtree to Retire

ROCHESTER, N. Y., Dec. 25—John I. Crabtree, a well-known authority on photographic chemistry, will retire at the end of 1956 after 43 years with Kodak Research Laboratories here.

ChurchGroups

(*Continued from page* 1)

neither he nor the theatre had authority to cancel the contract; that the Stanley Warner's home office alone could do it. He promised to transmit the appeals—there were two in writing—to SW officials. A prior protest had been lodged with A. G. Swett, Strand manager.

Father Kay's letter was more inclusive; it asked cancellation of the film in the entire diocese.

Non-clerics included an attorney, a state official, two public school educators, an inter-racial council executive and a social worker. The lay group did not speak for their organizations.

Brooklyn Dioeese Asks Protests to Warners

Catholics in the Brooklyn diocese which includes all of Long Island were asked from the pulpits of their churches last Sunday to express their displeasure over distribution of "Baby Doll" to the Warner Bros. home office. Both the street address and the phone number of the company were supplied.

The parishioners, however, were asked not to picket theatres playing the picture nor to do anything calculated to gain publicity which would win patronage for it.

S-W Tax Drive

(*Continued from page* 1)

formed as a direct result of the successful campaign waged by SW district manager Jack Flynn in Ambler, Pa.

At a meeting of SW managers and executives, Schlanger said there were two approaches to eliminating the "insidious enabling act which in Pennsylvania permits cities of other than first class to levy taxes on local amusements," either by working actively to have the state law repealed, or by working locally in communities where a local amusement tax is in effect.

He suggested that local committees, which include prominent citizens, make direct appeals for tax relief. These appeals should point out that the closing of a theatre has a serious effect on neighboring real estate values and, business in general suffers when a prime traffic builder, a theatre is shut down.

Schlanger said that the S-W campaign will furnish managers with legislative lists, sample letters which may be used to enlist the aid of prominent citizens, proposed speeches, contact suggestions, as well as suggestions for new approaches that will gain the interest and support of the heads of all organizations and businesses which will benefit by the repeal of the tax.

Downing, Jackter Head Industry Scout Drive

Russell V. Downing and Rube Jackter have accepted the nomination as chairmen of the motion picture industry section of the annual fund campaign of the greater New York Councils of the Boy Scouts of America.

The appointment of Downing, president of Radio City Music Hall, and Jackter, assistant general sales manager of Columbia Pictures, was announced by Paul N. Lazarus, Jr., vice president of Columbia Pictures, who is serving as chairman of the drive's Amusement Division.

Will Name Co-Chairmen

Downing and Jackter are expected to announce soon the appointment of a number of co-chairmen to assist them in the drive, which will get underway in January. The chairmen have announced that all solicitations in the motion picture industry will be limited to persons whose annual salaries exceed $5,000.

Heading the 1957 campaign of the New York Councils is Charles B. McCabe, publisher of the New York Mirror. F. Raymond Johnson, executive vice-president of Saks Fifth Avenue, is serving as Businessmen's Chairmen.

To Aid Hungarians

Eric Johnston, president of the Motion Picture Association of America, has appointed Maurice Bergman of Universal, Boris Kaplan of Paramount and Harry Rome of Columbia Pictures to handle arrangements to meet refugee Hungarian film workers arriving here and to make their qualifications known to all MPAA member companies' eastern talent heads.

Sylvester Grove, 73

LOUISVILLE, Dec. 25.—Sylvester H. Grove, 73, veteran motion picture exhibitor, passed away at St. Joseph Infirmary there last week. The head of the South End Amusement Co. is survived by two brothers and two sisters.

Hub Showman

(*Continued from page* 1)

tion of additional hard-top theatres as well as drive-ins.

In an interview, Smith deplored the lack of new young high-calibre manpower in the industry. He recommended an over-all improvement in salaries and benefits for the theatre management personnel.

"Unless this is done," he said, "we will fast exhaust our potential future industry executives in the exhibition field and will be forced to employ as managers second-rate personnel who have already failed in other fields.

Magna Repor

(*Continued from page* 1)

during the quarter was $408,000 compared to the previous quar where there was a loss of $2,000.

In the nine months ended on C 31, 1956, gross income from the d tribution of "Oklahoma!" was $ 820,000 which included an adva of $2,000,000 against foreign f rentals. Expenses in connection w the distribution were $1,450,000. I cess of income over expenses in nine-month period was $2,370,000

Skouras also informed the Ma stock and debenture holders of 20th Century-Fox distribution agr ment for "Oklahoma!" and the p duction plans for "South Pacific" Todd-AO.

He also said that Magna is p pared to repay $2,000,000 of $6,000,000 debenture indebtedn next March and hopes to repay remaining $4,000,000 before the n stockholders meeting, in October.

Holiday Business

(*Continued from page* 1)

executives at the Roxy, Paramou Radio City Music Hall and Victo "We've been going very well si then." The Music Hall, with "T house of the August Moon" and annual Christmas stage show, long waiting lines. The Roxy, w "Anastasia," expected to gross c to $75,000 over the holiday week The Paramount, with "The Wr Man," reported that business has b "pretty good, especially on Mon afternoon for the matinee. The V toria, with "Baby Doll," also repor good business.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center
MARLON BRANDO · GLENN FORD
MACHIKO KYO
starring in CinemaScope and METROCOLOR in
"THE TEAHOUSE OF THE AUGUST MOON"
AN M-G-M PICTURE
and THE MUSIC HALL'S GREAT CHRISTMAS SHOW

MOVIELAB
TV
FILM SERVICE CENTER
• EDITING ROOMS
• STORAGE ROOMS
• SHIPPING ROOMS
• OFFICES
PROJECTION ROOM FACILITIES
MOVIELAB BUILDIN
619 W. 54th St., New York
JUdson 6-0367

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LOBBY TALK!

"My 'do-it-yourself' lobby frames!"

DORIS DAY

WINS

"STAR OF STARS" AWARD

IN MODERN SCREEN MAGAZINE

★

See her in

"JULIE"

Arwin Production — M-G-M Release

KIRK DOUGLAS

WINS

BEST PERFORMANCE AWARD

IN MODERN SCREEN MAGAZINE

For M-G-M's

"LUST FOR LIFE"

"And for my lobby when I play M·G·M's 'TEAHOUSE'"

THE MOST HONORED PICTURE! M-G-M's

"TEAHOUSE OF THE AUGUST MOON"

"Movie of the Month."—Coronet Magazine

"Outstanding Picture of the Month."
—Cosmopolitan Magazine

"Picture of the Month."—Seventeen
Winner of Parents' Magazine Medal.

"Movie of the Month."—Argosy Magazine

Silverstone

(*Continued from page* 1)

Britain. He joined 20th Century-Fox, where he held the position of general sales manager in England, managing director of sales for Canada, and Eastern Division sales manager here. In 1954, he was appointed to the post of assistant general sales manager at 20th-Fox.

He is survived by his wife, Pearl; a son, Paul; a daughter, Mrs. Sandra Stern; three brothers, Murray, Emanuel and Dr. Sidney Silverstone, and four sisters.

GPE Stock Dividend

General Precision Equipment Corp. during the calendar year 1956 paid cumulative convertible preferred stock dividends of $4.75 and cumulative convertible preference stock dividends of 80 cents, the company has announced. Common stock dividends amounted to $2.40.

Disney Offer to Red Areas

(*Continued from page* 1)

informed of our asking price," the Buena Vista official said. "Thus far, no deals have been set and we are willing to negotiate further with Poland. Czechoslovakia and Romania," he said.

The proposed sale of the Disney features is being conducted with the knowledge of the U. S. State Department "which has accepted our product list and found no objections to the films," he stated.

The Buena Vista executive, in reply to a question concerning the selling prices, stated that "a top feature would go for about $25,000 if the sale is being conducted through the U.S.I.A. money guarantee program." The amount of revenue which the company could receive from the Iron Curtain sales is dependent on the number and type of films sold, he said.

The disclosure that Buena Vista is negotiating for Iron Curtain sales came on the heels of a statement by Marc Spiegel of the Motion Picture Export Association that official license agreements with Poland and Czechoslovakia are expected to be signed within 15 weeks for the product which nine member companies of the MPEA are offering for sale behind the Iron Curtain.

United Artists is not selling its product through MPEA facilities, but is working in cooperation and coordination with the MPEA.

The Buena Vista official also said that his organization is conducting its own negotiations. He clarified a previous statement by an official of Society of Independent Motion Picture Producers, in which Disney is a member, that SIMPP is conducting negotiations on behalf of its membership for the closing of deals with satellite nations.

FCC Hearings

(*Continued from page* 1)

served by authorizing such a servic it may be neeessary to schedule fu ther proceedings, including oral hea ings," the report said.

The Commission staff is known be preparing a summary of the mat rial filed with the Commission, a hopes to have this ready early 1957. The Commission could get the toll-TV problem anytime fro late January on. It could authori subscription television on an expe mental basis, call for public hearin on the matter, or buck the enti problem to Congress to decide.

Web Report Likely by June

The FCC report also indicated th the Commission still hopes to ha its comprehensive network study co pleted by the end of June.

As of last June 30, the report s there were 609 commercial televisi stations authorized in the U.S. co pared with 582 the previous year. total of 496 were reported actua on the air, compared with 458 at t end of June, 1955. Applications 128 new stations were still pendi at the end of June, 1956.

In addition to the commercial te vision stations, 41 educational TV s tions were authorized at the end last June, of which 20 were actua on the air. The Commission said th Texas, California, Pennsylvania a New York lead the states in the nu ber of television stations authorize It estimated that 90 per cent of t nations population was now with the range of at least one televisi station and over 75 per cent with the range of two or more stations

'Catholic Preview' Hit Misleading Film Ads

Suggestiveness and misrepresent tion in film advertising are emba rassing to small town exhibitors w have become community leaders a are capable of alienating audien segments at a time when the indust needs larger audiences badly.

These are views expressed in lead article in the January issue the new pocket-size magazine. "T Catholic Preview of Entertainmen whose editor and publisher is Steph L. Saunders, operator of the Carn Theatre, Carmel, N. Y.

Entitled "Let's Clean Up the Mov Ads" the article states ". . . th policy of exaggeration . . . is creati a feeling of distrust among mov audiences. It seems to be a Holl wood axiom that a movie cannot publicized on its artistic merits alo If (the small town exhibitor) tries censor the ads himself, he has expend money, time and energy in never-ending battle."

Circuit Books 'Strada'

Loew's Theatre circuit here h booked the English-language versi of the Italian film "La Strada" for mid-spring showing.

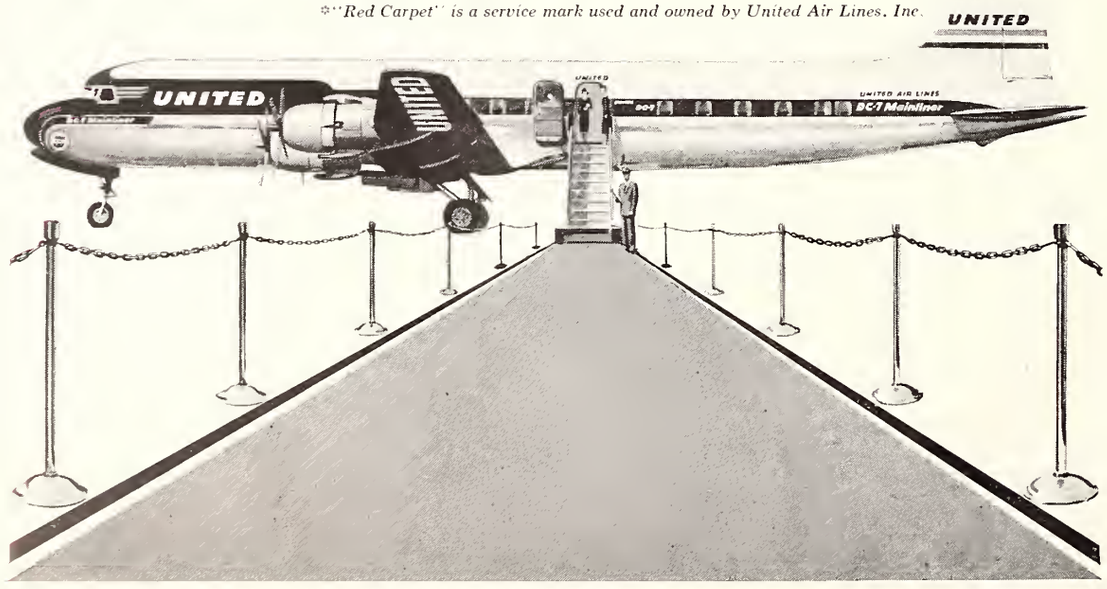
Red Carpet* luxury nonstop to California

UNITED AIR LINES

It's the latest in luxury aloft—on the world's fastest airliners! Extras—at no extra cost—include reserved seats, plus a club lounge . . . choice of cocktails . . . lavish meals and buffet treats. Even your luggage is delivered extra-fast on arrival. Treat yourself to "Red Carpet" service next trip . . . fly United. Call United or your nearest authorized travel agent.

4 Red Carpet DC-7 Nonstop Flights Daily from New York to Los Angeles and San Francisco

*"Red Carpet" is a service mark used and owned by United Air Lines, Inc.



'CA Business ncrease 6%

For the year 1956, business volume the Radio Corp. of America will total approximately $1,125,000,000 — an increase of about six cent over 1955 and exceeding billion-dollar figure for the second time in RCA's 37 - year history, Brig. General David Sarnoff, chairman of the board of RCA, announced in a year-end statement.

Television Today..

David Sarnoff

"While final figures for the year are not yet available, and are subject to final au- " declared Gen. Sarnoff, it is esti- ted that profit, before Federal in- ne taxes, will be about eighty mil- n dollars. Net profit after taxes is mated to be about forty million lars. After preferred dividends, is equal to approximately $2.60 common share. This compares h $3.16 a share earned in 1955.

"The decrease in profit this year is sed mainly by higher costs of or and materials and the lower es at which black-and-white TV s and tubes were sold in a highly npetitive market."

Employees Total 83,000

Gen. Sarnoff said dividends to ckholders declared for 1956 ounted to $23,981,000, preferred, 153,000; common, $20,828,000. is amounts to $1.50 per common re. The number of common res outstanding is 13,850,000. A employment totaled 83,000 per- s.

He stated that Government business ounted for 20 per cent of the al volume and that the current klog of Government orders is ap- ximately $325,000,000.

During 1956, RCA spent nearly),000,000 on improvements and ex- nsion of facilities, he asserted.

rainger on Board

HOLLYWOOD, Dec. 25 — James Grainger has been elected a mem- of the board of King Brothers ductions, Inc., it was announced president Franklin King.

TEASERETTES
PREVUES
ADVANCE
CROSS PLUGS
FAMOUS FOR MANY USES!
These 3 frame trailers feature art backgrounds, photos and compelling off-stage voice! NO CONTRACTS, NO RETURNS!
ILMACK 1327 S. WABASH CHICAGO 5, ILL.
$1.75 each

'Oklahoma!'

(*Continued from page* 1)

wire from Skouras "Discussed sales policy 'Oklahoma!' with Alex Harrison and other sales executives. We are distributing this picture for outside producers and all contracts and adjustments are subject to approval of producer. 'Oklahoma!' is one of the great roadshow pictures of the year and we believe our sales policy is in keeping with importance of the picture. If in any theatre playing the picture the gross does not justify the terms under which the picture is sold, we certainly will recommend to the producer that the engagement be reviewed, but this review must rest with the producer."

Has No 'Inside Information'

Myers said that "speaking for myself, this is not a very satisfactory answer, since it attempts to justify the 'no look' policy initiated by Metro and falls back on the ancient excuse that the terms are fixed by an outside producer. I do not have any inside information concerning the relations between Fox and the persons for whom the company is acting in this matter. My impression from trade paper stories is that the picture is not owned by the producer but by a syndicate which includes members of the Skouras clan other than Spyros. It may be poor strategy to pursue this inquiry now as there is always the possibility that Spyros' attitude, as reflected in his wire, may serve to aid some hard-pressed exhibitors."

Myers also informed National Allied leaders to caution their members not to be "disturbed by cynical and shallow critics in New York who are crossing themselves up by snickering that Allied has realized the error of its ways and is now 'eating crow' and that the constructive actions taken in Dallas are a mere blind for some devious Allied plot."

Points to New Conditions

"All intelligent observers will recognize that the actions taken by the board and by the convention merely reflect the common-sense view that changed conditions call for changed attitudes," he said. "Unless a lot more people can be induced to go to the movies in 1957 than in recent years, a lot of other issues will be purely academic."

A united and determined industry can turn the tide, Myers concluded.

Withdraw Cinerama From Oklahoma City

OKLAHOMA CITY, Dec. 25—Stanley Warner Corp. will reconvert its Cinerama-equipped Warner Theatre here to a conventional first-run motion picture operation on Jan. 19 because of a "dwindling audience" for "Cinerama Holiday," according to theatre manager Paul Townsend.

The closing is believed to be the first of any of the 18 theatres throughout the U.S. presenting Cinerama. The Warner Theatre opened with Cinerama last May 21.

Television Today

1,200 Post-'48 Films Ready for Television

The television film market will receive approximately 1,200 feature motion pictures produced after 1948 once agreements with guilds and unions have been concluded, according to Oliver Unger, executive vice-president of National Telefilm Associates.

Speaking in a report to stockholders, which concerned itself with the recent NTA annual meeting, Unger stated that there are about 4,000 pre-1948 pictures now available for TV distribution.

No New Pact Yet

In 1948, the studios entered into an agreement with the Screen Actors Guild, Screen Writers Guild and Screen Directors Guild that no motion pictures would be sold or exhibited on television, produced subsequent to the effectuation of that contract, until an arrangement had been made with these guilds.

Unger said that up to the present moment, the arrangements have not been concluded, although it is logical to believe that, at some given moment, a deal will be made. "At that time, the backlog that has been produced since 1948 will come into play and will be a true competitive factor. It will conceivably put onto the market approximately 1,200 additional feature films," Unger pointed out.

TASO Meets With FCC On Organizational Plans

WASHINGTON, Dec. 25 — The board of directors of the Television Allocations Study Group (TASO), after concluding a two-day meeting at the headquarters of the National Association of Radio and Television Broadcasters, met last week with FCC chairman George C. McConnaughey and reported that it expects to be actively functioning by Jan. 1

Board members, accompanied by Dr. George R. Town, executive director of TASO, reviewed for the chairman the proposed objectives, structure and operation of the new organization. It is expected that a statement outlining these points will be finalized within the next two weeks.

Screen Gems to Handle UPA Cartoon Tie-ups

Screen Gems' merchandising department, headed by Ed Justin, will handle all merchandising of the name and likeness of "Gerald McBoing-Boing" and "Mr. Magee" in an exclusive pact with UPA, creators and producers of the popular animated cartoon characters.

The Columbia Pictures television subsidiary will solely license "McBoing-Boing" merchandise and will jointly control merchandising on the "Magee" properties with UPA.

IN OUR VIEW

THERE has come to light—and to our non-legalistic attention—some dry, dusty and extremely lengthy fine print, as published in a recent issue of *The Law Journal*, which boils down to a fine point of extreme importance to the television industry. The column of the *Journal* of such significance is headed: "Supreme Court, New York County," and beneath is the head: "Libel—Television."

The subjoined detailed heading on the several columns of report reads: "The broadcasting of defamatory matter through the medium of television gives rise to a right of action in libel and not merely in slander." The whole matter concerned here is that of the suit brought by Bernard (Toots, to you) Shor against Sherman Billingsley, American Broadcasting-Paramount Theatres, Inc., Stork Restaurant, and Mayfair Productions. In other words, involved was a telecast of the Stork Club Show, in which Mr. Billingsley, in the course of an interview, made reference to Mr. Shor, with the words, among others: "I wish I had as much money as he owes."

•

There was considerable furor at the time, most of it quite forgotten at this distance, but the important fact emerges that in a court interpretation, the telecasting of allegedly defamatory matter is deemed to constitute a situation falling under the jurisdiction of the laws of libel rather than slander. It becomes then, apparently, more nearly akin to that which is published than to that which is merely spoken, in public, of course. Further weight was given the allegation, it would seem, by the established fact that the telecast in question was filmed, or recorded in some permanent record fashion, at the time of its original broadcasting, for subsequent use in other places and at other times.

Here is a situation which, it is emphasized here, might well be watched closely by television personnel. It could happen to you.

—*Charles S. Aaronson*

TRANSCRIPTIONS
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Motion Picture Daily Feature Reviews

The Girl Can't Help It

20th Century-Fox—CinemaScope

"CRAZY, MAN, CRAZY!" This "hep" exclamation describes 20th Century-Fox's CinemaScope and color by DeLuxe shake, rattle, "rock and roll" film which is loaded—with entertainment value, comical situations, top boxoffice performers from the acting and music world, and the rhythmic music which appeals to many youngsters today. The top "rock and roll" artists of the music world, 15 in all, pound out their special type of music which is certain to keep audiences tapping their feet.

The music alone, as exemplified by previous films of this nature, makes this film enjoyable, but to the patrons of comedy, the appeal will come from the acting performances of Tom Ewell, the blond and buxom Jayne Mansfield, and from Academy Award winner Edmond O'Brien. Adding it all up, this film, which was produced and directed by Frank Tashlin, has the ingredients which point to successful entertainment.

Miss Mansfield's performance here, her first on the silver screen, is highly entertaining. As is proper for the introduction of a new film personality, she is provided with a wardrobe of clothes which set off her feminine beauty and much broad comedy revolves around her physical assets. Ewell is also fashionably dressed, but one doesn't look at him too much, especially when Miss Mansfield is about. However, his acting and subtle comedy are strongly to the fore, as befits him.

The story tells of an ex-gangster, O'Brien, who wants to make his girl, Miss Mansfield, into a top recording star against her wishes. He hires a theatrical agent, Ewell, to make her into such a top performer. Ewell, who has a fine record for discovering talent, is however blighted by having another record—liking his scotch too much to a point where he is seeing apparitions. The build-up commences and in the process, Ewell and Miss Mansfield fall in love.

In the meantime, O'Brien sets out to take over the juke box business. Everything reaches an amusing climax at a big "rock and roll" jamboree, where Miss Mansfield sings a number, and brings Ewell to the realization that he loves the buxom girl. O'Brien realizes that he is a sensation also as a "rock and roll artist" after he sings one of his own numbers.

Excellently supporting the marquee attractions are such film and music luminaries as Julie London, Ray Anthony and his orchestra, Barry Gordon, Henry Jones, John Emery and Juanito Moore and including Fats Domino, The Platters, Little Richard and his band, Gene Vincent and his Blue Caps, The Treniers, Eddie Fontaine, The Chuckles, Abbey Lincoln, Johnny Olenn, Nimo Tempo, and Eddie Cochran. Tashlin also wrote the screenplay in cooperation with Herbert Baker.

Running time, 99 minutes. General classification. Release in December.

LESTER DINOFF

Three Violent People

Paramount—VistaVision

THE TIME IS 1866, the place is Dallas during the unhappy homecoming of Confederate soldiery and the arrival of the carpetbaggers. The picture opens on a slugfest between the two factions, but the action from then on is cut out almost completely in favor of a dramatic love story. The result is an unusual type of Western, with a development akin to that of a romantic novel.

Charlton Heston, Anne Baxter and Gilbert Roland are of undeniable high calibre as the leads. Heston performs with his usual artistry, but is a little lacking in sympathy or warmth. Anne Baxter turns in one of her best performances, and Roland supports brilliantly. Forrest Tucker, Bruce Bennett and other players frequently seen in Westerns abound here, keeping the proper atmosphere. Tom Tryon, in his second picture, continues to improve on his promise as a rising young star.

Heston has the role of an aloof, and stubborn-willed ranch owner with high ideals who meets and marries Miss Baxter on the day of his return, impressed by her bearing as a fine lady. In reality, she is an itinerant dance-hall girl with enough school education to carry on a act of refinement. As she leaves with her new husband, the salo owner, Elaine Stritch, warns her that Heston will throw her out if learns of her true past. Miss Baxter declares that she loves him a will take that chance, doing anything she may have to do to keep t knowledge from him.

At the ranch, they met Roland, faithful ranch manager, and Tryo one-armed, ne'er-do-well younger brother who wants Heston to s the failing ranch for cash. In short order they also meet Bennett, Union tax collector swindling ranchers out of their homes, Tucker, gunman, and John Harmon, a carpetbagger who remembers Miss Ba ter's past. Harmon tells Heston, and Miss Baxter is forced to admit t truth to keep Heston from killing the carpetbagger. True to predictio Heston orders her to take the next stage out of town.

When Heston learns that she is pregnant, he brings her back—to w until the baby is born before going, leaving the child behind. Rola decides to take his leave of Heston because of his shabby treatment Miss Baxter. Before the split, Bennett and his crew descend on the ran to take it by force. They have been invited by Tryon, who sees no oth way of realizing any money out of his brother's property. He chang sides at the last minute and saves his brother, and of course pays t ultimate penalty for his defection. Heston and Miss Baxter are reunite

Color is by Technicolor. Hugh Brown produced and Rudolph Ma directed. Screenplay is by James Grant from a story by Leonard Praski and Barney Slater.

Running time, 100 minutes. General classification. Release date, Januar

GUS DALL

Slander

MGM

HOLLYWOOD, DEC. 2

EXPERT DIRECTION by Roy Rowland and players deeply experienced making the most of material in hand combine to give emotional impa to some sections of this off-beat subject. In some of the other sectio of the picture the plain citizenry making up the main body of mo audiences is likely to find self-identification difficult because inciden and circumstances depicted on the screen are not common to the liv of most people. Whether the interest aroused in the emotional scen is sufficient to offset the less familiar story material offered is problem tical. The marquee value of the principal names—Van Johnson, Ar Blyth, Steve Cochran, Marjorie Rambeau—is not.

The production, by Armand Deutsch, is a generously expanded trea ment of a television production networked a year or so ago under th title of "A Public Figure." The screenplay of the Deutsch production by Jerome Weidman, and is based on a story by Harry W. Junkin.

Johnson is seen in the film as a television puppeteer whose break in network fame is clouded by a threat from the publisher of a wide read periodical to print his prison record unless he agrees to provi the periodical with information unfavorable to the reputation of a reig ing stage star. Against the advice of his agent and his wife, the pupp teer refuses to do so, and the publisher prints the prison story, whic costs the performer his job and leads indirectly to the death of his sc when the boy flees the taunts of his schoolmates and is struck by truck. Later the puppeteer goes on a panel show, tells his story to th TV public, and appears on his way back to television fame. The pictu ends with the publisher's mother (Miss Rambeau) shooting him (Coc ran) in seeming disapproval of his publication policies.

Running time, 81 minutes. General classification. For January releas

WILLIAM R. WEAVE

Hall Eatz, 54

SEATTLE, Wash., Dec. 25—Hall Eatz, 54, owner of the Ballard Theatre here, died following a heart attack at a Lion's Club luncheon. He was formerly manager of the Denver Fox Theatre. He was a native of St. Louis, Mo.

'Cinderella' Re-Release

"Cinderella," originally released Walt Disney in 1950, will be re-r leased early in the New Year, t Disney organization announces. T film joins other Disney classics th periodically find extensive new a diences.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 80, NO. 121 NEW YORK, U.S.A., THURSDAY, DECEMBER 27, 1956 TEN CENTS

ign With Matty Fox

SWG and SDG Ratify Pay for Post-'48 Films

overs 82 RKO Pictures or Video or Toll-TV

From THE DAILY Bureau

HOLLYWOOD, Dec. 26 — The reen Writers Guild and Screen Di-

elevision Today..

rectors Guild today jointly revealed the terms of a settlement th Matty Fox for release to televi- n of 82 post-1948 theatrical pic- es acquired by him in the purchase the RKO Radio baeklog. The tement issued discloses that the ganizations, in a parallel action, ve stipulated that Fox shall pay h guild $235,000 for the release sponsored television, plus one dol- on each picture for pay-television d another dollar each for foreign- evision rights.

The statement points out that token -TV and foreign-TV payments es- lishes a precedent for future trans- ions, when and if such come about. Fox completed a separate deal for

(*Continued on page* 6)

ara. Speeds Release f 'Commandments'

Acceleration of release of Cecil B. Mille's production of "The Ten mmandments" has been decided n by Paramount as a result of a ng demand by opinion groups and public throughout the country as ll as the tremendous success of en- gements which have opened to e. The stepped-up release calls for

(*Continued on page* 6)

ochin Named to Post Rank U.S. Company

By PETER BURNUP

LONDON, Dec. 26.—Kenneth Har- aves, president of the newly-formed k Film Distributors of America, , announces that he has appointed ng Sochin to assist him in the es- lishment of the sales organization. ochin, who returned to New York cember 21 after several days spent

(*Continued on page* 2)

Critics' Pick Is '80 Days'

"Around the World in 80 Days" was named the best picture of 1956 and Ingrid Bergman and Kirk Douglas the top performers of the year by the New York Film Critics yesterday. The group also inaugurated a new classification for the best screen writing, making the initial award to S. J. Perelman for the screenplay of "Around the World in 80 Days."

The 22nd Annual Critics' Awards will be presented on the evening of Jan. 19 at Sardi's Restaurant. Receiving citations also will be John Huston for the best direction of 1956 and "La Strada" as the best foreign film of the year.

Michael Todd's "Around the World in 80 Days," released by United Artists, was named the best picture on the second ballot taken by the 16-member

(*Continued on page* 6)

Odeon Buys Out Canadian Circuit

Special to THE DAILY

TORONTO, Dec. 26.—Odeon Theatres (Canada), Ltd., has purchased the interest of A. I. Garson in the joint enterprise of Garson Theatres, Ltd., and Odeon, operated in the Maritimes, for a reported $1,300,000. Garson is retiring as general manager of the operation, which consists of 15 houses, Dec. 31, with Lee April becoming district manager, and Lou Michelson, assistant.

Christmas Records Set

Business Bounces Up Over Holiday Period

Theatres Schedule Extra Performances; 'Baby Doll,' 'Anastasia' Big Grossers

By LESTER DINOFF

Motion picture grosses in Broadway and neighborhood theatres took sturdy strides over the four-day Christmas weekend and started the holiday period off on a healthy box office upswing as new business marks were set in two Main Stem houses.

Paced by excellent attendance, and bolstered by extra performances during the holiday weekend, all Broadway and circuit theatres reported that "business despite the inclement weather, was very, very good."

The Roxy Theatre, presenting "Anastasia," reported that their weekly gross, expected to be close to $145,000, will be the "biggest Christmas week business in three years." The showcase house said that over the weekend, a steady flow of patrons enabled the Roxy to attain a tremendous gross of $101,000. The Victoria Theatre, which is showing the controver-

(*Continued on page* 2)

Plan Spanish Film Festival for U.S.

A Spanish film festival to be held here "sometime in 1957" is being considered by the Spanish government as a means of promoting the growing film industry of that country, according to Maurice Bood, U.S. agent for several Spanish producers.

Mention of the proposed "film week" was made last week at a screening of "The Cat," the first CinemaScope-Eastman Color picture to be made by the Spanish industry. Rafael Torrecilla and Mrs. Marguerita Alexandre, who produced and directed the picture for their own Nervion Films, presented it as one of the first efforts of their industry to expand into the international market.

The trend in the relatively small

(*Continued on page* 2)

Schedule Extra Shows For New Year's Eve

Broadway's motion picture theatres —those showing continuous performances and those operating on a road-show policy, have scheduled extra performances all during Christmas week and for New Year's Eve.

Midnight performances on the eve of the New Year will be presented at the Radio City Music Hall, the Criterion Theatre, the Warner Theatre and the Rivoli Theatre. All other Broadway houses are opening their doors earlier this holiday week to accommodate the patrons and will be starting their last performances later in the evening.

M.P. Production Code Seals Awarded to 312 Films Made in U.S., Abroad, in 1956

From THE DAILY Bureau

HOLLYWOOD, Dec. 26—The Motion Picture Production Code Administration, by the end of November, 1956, awarded Code Seals to 312 feature films produced in the U.S. and abroad, it was reported here.

The Production Code Administration approved 264 domestic features and 48 foreign films this year as against 305 which were approved in the comparable 1955 period, of which 269 were American and 36 were foreign films.

According to a statistical report, the 11 national distributors released 303 feature motion pictures in the domestic market in 1956 as against the 274 which were released to American theatres in 1955. The major producer-distributors and independents, up to the end of November, 1956, turned out 269 features of which 116 or 43 per cent were in color. In the similar 1955 period, 50 per cent of the product was in color. In the 1956 period, the report showed that 87 or one third of the films produced were made in one of the wide screen processes.

Television Today Page 6

PERSONAL MENTION

IRVING LESSER, president of Major Television Productions, will leave here today for Chicago.

•

MRS. M. H. CHAKERES, wife of the vice-president of Chakeres Theatres, has given birth to a girl in Springfield, Ohio.

•

O. S. BARNETT, office manager and head booker for Allied Artists in Atlanta, has left there for Chicago.

•

FRANK YOUNG, a veteran of 45 years in Midwest distribution and presently office manager for 20th Century-Fox in Chicago, will retire on Jan. 4, after which he and MRS. YOUNG will make their home in California.

•

MRS. NANCY NEWGARD, wife of ROBERT NEWGARD, Western division manager for Interstate Television Corp., gave birth to a boy at Queen of Angels Hospital, Los Angeles.

•

ELIZABETH IRIS GANAK and CHARLES T. ROSEN were married here on Saturday in Temple Beth El. Groom is the son of SAMUEL ROSEN, executive vice-president of Stanley Warner Theatres, and is associated with International Latex, S-W subsidiary.

•

STANLEY FELLERMAN, of Universal-International, son of MAX FELLERMAN, vice-president and general manager of Lopert Films, was married last week to Miss CAROL NANCY LEE of Mt. Vernon, N. Y., in the Mt. Vernon Free Synagogue.

•

IRWIN DANIELS, of Screen Gems, and son of IRENE DANIELS of Columbia Pictures, was married last week to Miss TRENA KOVAL.

Eliot Rosenthal Dies

Eliot Rosenthal, 47, former secretary of Loew's Theatres, Inc., died yesterday at his home in New Rochelle. Rosenthal was with Loew's from 1944 through May, 1955, when he joined Investors Planning Corp. of America as vice-president. Services will be held today at 11:00 A.M. at the Park West Chapel.

Greene to U.K. in Jan.

Milton Greene, Marilyn Monroe Productions vice-president, now here from London for conferences with Warner Brothers officials on promotion and distribution plans for "The Sleeping Prince," will return to London in January.

Holiday Aids Local Grosses

(*Continued from page* 1)

sial "Baby Doll," said that it closed its first opening week with an all-time record gross at popular prices of $55,-254. The house reported that the previous record for an opening week's gross was set some 11 years ago.

The business upsurge was felt by all theatres. The Radio City Music Hall, presenting "Teahouse of the August Moon," reported that it expects to close out its fourth week with a high gross of $190,000. Running in conjunction with the M-G-M feature film is the Music Hall's annual Christmas show, and tieing the two together, the total over the four day Christmas weekend, the Music Hall grossed $31,500 on Saturday, $32,500, Sunday; $28,615, Monday, and $32,605, Tuesday.

New Mark at Central

The new Central Theatre on Broadway, which opened at the eve of the Christmas holiday period, reported that United Artists' "Dance With Me Henry" set a four-day grossing mark of $4,400.

Top business was also reported by the Paramount Theatre, which took in $33,000 over the four-day weekend and estimates that the week's gross will be $55,000. The Astor Theatre, with "The Rainmaker," indicated that its Christmas Week gross should be as high as $32,200 as weekend business brought in almost $23,000. The Capitol Theatre with "Bundle of Joy" expects to chalk up a $40,000 gross for this week following a fair weekend business. "Hollywood or Bust," the new Martin & Lewis vehicle, is also doing top business as Loew's State officials said that this week's gross should be $49,500, following a $32,000 weekend business.

Brandt Houses Crowded

The two Brandt theatres on Broadway, the Globe and Mayfair also reported that good business was enjoyed over the Christmas weekend despite the rainy weather. The latter house, with "The King and Four Queens," took in $18,000 over the four-day period and expects to close this week with $22,000.

The three Broadway theatres operating on a reserved seat policy also reported that business at each performance was "sellouts." The Criterion with "The Ten Commandments" reported that they expect to have a high Christmas Week gross of close to $80,000. Attendance at the Criterion yesterday was exceptionally high as patrons were lining the sidewalks waiting in line to buy tickets and to get into the house. The Rivoli with "Around the World in 80 Days" and the Warner with "Seven Wonders of the World" also reported that weekend business was excellent and that top business will be had throughout the entire holiday period.

All of the major circuits, and a number of same ones with neighborhood houses, also checked in with good business reports. Loew's Theatres reported that business "was better than last year" and RKO Theatres seconded that report. Stanley Warner and United Paramount Theatres also said that their houses enjoyed good holiday business.

Distributors Report Top National Business

Outstanding business in key situations throughout the nation is being chalked up by such films as "Written on the Wind," "Anastasia," "Roek, Pretty Baby," and "The Girl Can't Help It," according to reports from the distribution companies.

The Universal releases, "Written on the Wind" and "Roek, Pretty Baby," rolled up top business, and in a number of situations, set new opening day records on Christmas Day.

"Written on the Wind" grossed $3,926 at the Fulton Theatre, Pittsburgh; $3,436, Joy Theatre, New Orleans; $4,098, Keith's Memorial, Boston; $6,800, United Artists, Chicago, and took in big money in many more bookings. "Rock, Pretty Baby" rolled up a new opening day record at the Broadway-Capitol Theatre in Detroit, where it opened on Tuesday.

Twentieth Century-Fox reported yesterday that "Anastasia" took in a towering $3,581 in the 400-seat Trans-Lux Theatre in Philadelphia. "The Girl Can't Help It" registered $6,588 at the Radio City in Minneapolis for four days and $5,567 at the Paramount in St. Paul. A Christmas Day opening to $4,876 is reported for the film at the Paramount in Atlanta.

"Baby Doll," which opened at the Palm State in Detroit, also set a record, for it took in a high $7,316 on Christmas Day there, according to Warner Bros.

Sochin Named

(*Continued from page* 1)

in London in screenings and in consultations with Mr. Hargreaves, has been employed in film distribution in the U.S. over a period of 17 years. For the last eight years he was employed by Universal-International in varying capacities in Ameriea. Prior to this he was for a number of years a branch manager for 20th Century-Fox and United Artists.

Sochin will take up his duties early in January and, in company with Mr. Hargreaves and Geoffrey Martin, he will be making an extensive tour of the principal cities in the U.S. from the end of January onward.

Paris Office of SIMPP Will Open Next Month

From THE DAILY Bureau

HOLLYWOOD, Dec. 26 — Jack Lamont, foreign sales head of the Society of Independent Motion Picture Producers, will open SIMPP offices in Paris on his return abroad next month.

Lamont, who will spend a fortnight here meeting with SIMPP producer members on new product available for distribution abroad, will confer with SIMPP president Ellis Arnall and executive secretary Marvin Faris in New York before leaving by plane for Europe.

Spanish Fete

(*Continued from page* 1)

Spanish film business is toward internationalizing their product to increase the market, Torrecilla said. Along these lines, film makers in Spain are turning to more co-productions with other countries. Nervion Films, he said, has arranged to co-produce pictures with France and Greece in 1957.

Jerome Balsan Films, Inc., which has distribution rights to Nervion productions, according to Jerome Balsan, president of the company, will also act as negotiator for Torrecilla in discussions with American film people dealing with possible co-production. Torrecilla and Mrs. Alexandre will be here for "about a week."

'Perhaps Next Summer'

Bood, who acted as interpreter for the Spanish motion picture people, added that the Foreign Ministry of Spain "liked" the idea of a film festival in the U.S. "perhaps next summer," but that no official decision has been rendered on the matter.

One of the American figures interested in co-production talks is Buster Crabbe, motion picture and TV film actor, who is said to be planning to produce a new TV film adventure series and is considering a Spanish location.

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PEOPLE

R. S. Ballantyne, chairman of the board of the Ballantyne Co., Omaha, has returned there from a 20,000-mile tour of the country, visiting hundreds of theatres and talking to exhibitors on current problems.

□

The appointment of Henry D. (Hank) Hearn as southern division sales manager of Artists-Producers Associates has been announced. Hearn will cover the Charlotte, Atlanta, New Orleans and Jacksonville territories with headquarters in Jacksonville.

□

Leon Roth, United Artists West Coast publicity coordinator, has accepted the post of West Coast publicity chairman of the industry's Brotherhood Drive for 1957.

□

Paul Laube, who managed the Colonial Theatre in Albany, N. Y., until its recent shuttering, has joined the Stanley Warner organization there as manager of the Ritz. He replaces Earle Rooney, who resigned.

□

Martin H. Poll, president of the Gold Medal Studios, Inc. has announced the appointment of Charles Maguire, Sr. as manager of the Bronx, N. Y., studio.

Steinberg Resigns WB Post; Joins CBS-Radio

Charles S. Steinberg, home office publicity manager for Warner Brothers Pictures, has resigned his post with the production-distribution company to join the radio network of the Columbia Broadcasting System as director of audience promotion, it was announced here yesterday.

Arthur Hull Hayes, CBS-Radio president, said that Steinberg will be responsible for all activities involving press relations, station audience promotion and other forms of audience promotions. He will assume the position on Jan. 7.

Steinberg joined Warner Bros. in 1942. At the film company he has held a number of posts among them being assistant director of publicity, associate director of publicity, and eastern publicity manager. He was appointed home office publicity manager for Warner Bros. on Dec. 6, 1956.

Agencies Consolidate

Donahue & Coe, Inc., which numbers film and theatre accounts among its ad clientele, and Arthur Grossman Advertising, Chicago, have consolidated. E. J. Churchill continues as president of the New York-Atlanta-Montreal operations, and Arthur Grossman will be in charge in Chicago. The firm name will be Donahue & Coe, Inc. (of Illinois) and will have $2,000,000 in billings and a personnel pool of 300.

REVIEWS:

Westward, Ho, The Wagons!

Buena Vista—CinemaScope

HOLLYWOOD, DEC. 26

WALT DISNEY'S NEWEST live-action western is a mild though pleasing treatment of the men, women and children, who braved Indian skirmishes along the Oregon Trail, in the days of the covered wagon.

Bill Walsh, the producer, has provided the film with plus values that will prove coat-hangers for its potential success: Four prominent members of Disney's "Mickey Mouse Club, known to millions who watch this top children's TV program, have featured roles among the younger group in the film, headed by two more Disney TV favorites, David Stollery and Brand Stirling. Fess Parker gets the spotlight, singing five new songs that flavor the Tom Blackburn screenplay, based on the novel by Mary Jane Carr.

The thin story line establishes Parker as a prairie doctor and Indian scout in love with Kathleen Crowley; Jeff York, as another scout, riding with Parker to protect a covered wagon train. Young Stollery, captured by a group of Pawnee Indians, manages to escape and warn Parker that a war party is about to take place. Parker takes command of the situation, winning the gun fight by sacrificing a large number of horses belonging to one of the group. He sends them charging in stampede against the Indians, who would rather own the horses than the white man's scalps. The wagon train reaches Fort Laramie where it encounters a friendlier group of Sioux Indians.

A problem arises when the Indian chief offers several of his best ponies and a white buffalo hide in exchange for a curly blonde child he believes is a good omen and a white god for his tribe. The friction is relieved when the chief's son is hurt in a fall from a horse, and Parker saves him from dying, after the medicine man's efforts fail.

The chief gives the white Buffalo hide to Miss Crowley and a special Indian charm to the blonde child as a guarantee for safety against any other Indian problems for the balance of the wagon train journey.

Running time, 86 minutes. General classification. For December release.

SAMUEL D. BERNS

Edge Of The City

M-G-M

HOLLYWOOD, DEC. 26

THE SCHOOL OF PICTURE MAKERS whose objective is the exploitation of reason, the truth at any price, and the projection of stark realism, will find a champion in "Edge Of The City," first presented on television under the title "A Man Is Ten Feet Tall."

Robert Alan Aurthur wrote the original story and screenplay, which David Susskind produced for both mediums, and whose director, of looming importance, Martin Ritt, joined the enterprise known as A Jonathan Production.

The film tells its story in terms of dock workers and their gang foreman, who control labor opportunities on rail freight piers along the waterfront.

Sidney Poitier, the colored lad who gave such a memorable sample of his talent in MGM's "Blackboard Jungle," can hang out his shingle with a big bright star on it.

John Cassavetes, in his co-starring role, delivers with equal importance a suspenseful, absorbing study of emotional conflict.

Others who figure prominently in the story are Jack Warden, a hard dock foreman, whose grudge against Poitier's indifference to him is climaxed in a fight-to-the-finish with freight hooks—Poitier being killed unjustly; also, Ruby Dee as Poitier's wife, and Kathleen Maguire, the girl Poitier tries to match up with his friend Cassavetes.

When Poitier is killed in a fight started between Cassavetes and Warden, the dock workers show their weakness, through fear of Warden, by failing to identify the killer under questioning by detectives. Cassavetes, fearful of being exposed as an army deserter if he should name Warden, contemplates leaving town, but Miss Maguire supplies the inspiration for him to become "ten feet tall," and he finds hidden strength in overcoming the tough foreman.

Leonard Rosenman composed the musical background, while Joseph Brun's camerawork gave the film a degree of documented authenticity. Running time, 85 minutes. Adult classification. Release in January, 1957.

—S. D. B.

New Year's Eve Half Holiday

Columbia, Paramount and RKO Radio offices here are expected to remain open all day Monday, Dec. 31, New Year's Eve, it was announced yesterday. United Artists and Allied Artists will be closed all day, and the other major distributors will close early in the afternoon. MGM offices will close at 1:00 P.M., Republic, 20th Century-Fox, Universal and Warner Bros. will close at 3:00 P.M.

AB-PT Forms Exhibitor Committee on Filming

A committee made up of some of the leading exhibitors of theatre subsidiaries of American Broadcasting-Paramount Theatres has been formed to serve in an advisory capacity in the selection of story material and promotional policies for future pictures of Am-Par Pictures, according to Sidney M. Markley, vice-president of AB-PT in charge of production.

The committee will serve to provide the full benefit of exhibitor thinking and experience and is scheduled to meet with Am-Par Pictures president Irving Levin early next year.

Chairman of the group is Jerry Zigmond, western division manager of the AB-PT theatres, who headquarters in Los Angeles. Others are Louis J. Finske, of Florida State Theatres, Jacksonville; Norris Hadaway, Wilby Kincey Theatres, Atlanta; Henry Plitt, Paramount Gulf Theatres, New Orleans; David Wallerstein, Balaban & Katz, Chicago, and Raymond Willie, Interstate Theatres, Dallas.

Clinton Lake, Former Hippodrome Mgr., Dies

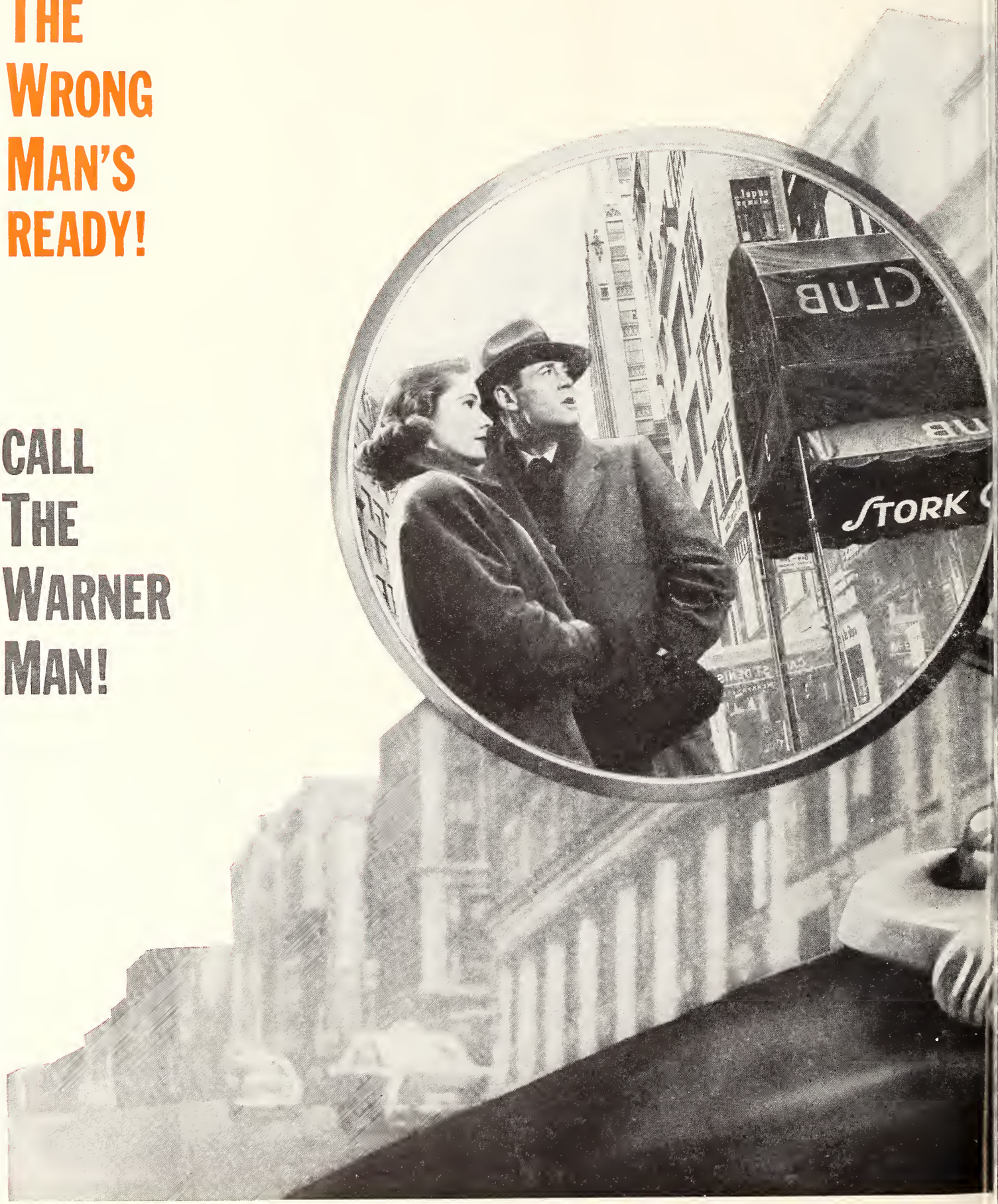
NEWBURGH, N. Y., Dec. 26.—Clinton E. Lake, 68, one-time house manager and cashier of the old New York Hippodrome, died here December 23. At his death, he was manager of the Juliet Theatre, a motion picture house in Poughkeepsie. Cashier and house manager for the Hippodrome for 20 years after its erection in 1905, Mr. Lake later was city manager of groups of motion picture theatres operated by the Paramount Pictures Theatre Corporation in Birmingham, Alabama; Chattanooga, Tenn., and Houston, Texas. Later he managed the Rialto Theatre in New York. His widow, a son, a daughter and two grandchildren survive.

RKO Premiere in Prison

STORMVILLE, N. Y., Dec. 26—One of the most exclusive and unusual world premieres will be held here tomorrow when RKO Radio Pictures' "Public Pigeon No. 1" opens before 3,000 inmates of Greenhaven Prison. The premiere has been authorized by the New York State Department of Correction.

THE WRONG MAN'S READY!

CALL THE WARNER MAN!



Alfred Hitchcock holds the mirror up to life... and catches The Wrong Man! A true-life story so suspenseful that only Hitchcock could film it! Somewhere, somewhere in New York's crowded streets, shadowed subways -- or the Stork Club -- there must be the right man!

WARNER BROS. PRESENT

HENRY FONDA
VERA MILES

AND THE EXCITING CITY OF NEW YORK, IN

ALFRED HITCHCOCK'S

The Wrong Man

EVERY TWIST AND TURN OF IT IS TRUE!

THIS IS THE CHALLENGE WE MAKE TO MOVIE-GOERS:

If you don't believe that this weird and unusual story actually happened, see the records of Queens County Court, N. Y., Apr. 21, 1953 Indictment #271/53, "The Balestrero Case"

also starring ANTHONY QUAYLE

Screen Play by MAXWELL ANDERSON and ANGUS MacPHAIL

MUSIC BY BERNARD HERRMANN

Directed by ALFRED HITCHCOCK

National Pre-Selling

STANLEY KRAMER'S "The Pride and the Passion" receives a substantial plug in the December 25 issue of "Look," by virtue of a pictorial story made on location in Spain of Sophia Loren, who co-stars with Gary Grant and Frank Sinatra in this U.A. release. According to the article's author, Sophia is "a warm hearted, sympathetic girl of 22 with startling animal beauty.

•

"Once again Walt Disney has compiled one of his fascinating True-Life Adventure series titled 'Secrets of Life," reports Florence Somers in the December issue of "Redbook." "It is a colorful, graphic picture of reproduction in the world of insects, marine biology and plants."

•

An interest-compelling headline is used on the color ad for "Written on the Wind," which appeared in the December 10 issue of "Life." It is "The woman in his arms was now the wife of the man he called his best friend."

•

Carroll Baker, who stars with Karl Malden and Eli Wallach in Elia Kazan's Newtown production of "Baby Doll" for Warner Bros. release, is accorded a full page in the January 4 issue of "Collier's" on the news stands yesterday. The article, headed "Baby Doll," is illustrated with four scenes from the production.

•

Two striking full-page ads, one on "Four Girls in Town," the other on "Hollywood or Bust," and a table of contents ad on "Teahouse of the August Moon" appear in the December issue of "Seventeen."

•

"I'll always remember the day I met Anastasia," is the title of an article written by Princess Alexandra Kropotkin for the December 16 issue of "Parade." The author tells about her meeting with the real Anastasia in Berlin. The article is illustrated by photos of Anastasia as a teenager. There are also studio photos of Ingrid Bergman playing the part of Anastasia.

•

A six-part newspaper serialization of Alfred Hitchcock's "The Wrong Man," starring Henry Fonda, Vera Miles and Anthony Quayle, is being made available by Warner Bros. Serialization, which is illustrated with scenes from the picture, was written by Leslie Waller and based on the screenplay by Maxwell Anderson and Angus MacPhail. "The Wrong Man" is based on an actual real-life story of a Stork Club musician who was wrongfully accused of being a hold-up man. Serialization is being serviced on an exclusive basis in each city.

WALTER HAAS

Critics Choose

(*Continued from page* 1)

critics board, gathering 13 first place votes. George Stevens-Warner Bros. "Giant" and "Moby Dick," also from Warner Bros., were runners-up.

Ingrid Bergman received 13 top votes for her performance in "Anastasia" to be named the best actress of 1956. Deborah Kerr was second, cited for performances in two pictures, 20th Century-Fox' "The King and I" and M-G-M's "Tea and Sympathy." Audrey Hepburn was third in the balloting, nominated for her acting in Paramount's "War and Peace."

Douglas Called Best Actor

Kirk Douglas was voted the best actor on four tabulations, receiving 11 first place nominations for his role in M-G-M's "Lust for Life." Yul Brynner and Sir Laurence Olivier came in second and third in the category for performances in "The King and I" and "Richard III," respectively.

John Huston won the nod as best director on three ballots for his work in "Moby Dick." Elia Kazan polled second with five votes for "Baby Doll."

In the new classification for screen writing, S. J. Perelman made 11 votes from the committee. John Huston and Ray Bradbury were second in the count for their work on "Moby Dick."

"La Strada" was named the best foreign picture of 1956, pulling 12 votes. "Vitelloni," "Samurai," "Magnificent Seven" and "The Grand Maneuver" were also nominated for the award.

Carroll Baker Cited

"King and I" and "Lust for Life" were included among the nominations for the best picture. Carroll Baker was nominated for best actress for her work in "Baby Doll." James Dean polled votes in the early balloting for best actor for his performance in "Giant," as did Eli Wallach for "Baby Doll" and Gregory Peck for "Moby Dick."

Other directors suggested for that category were Walter Lang for "The King and I," Anatole Litvak for "Anastasia," Alfred Hitchcock for Warner Bros. "The Wrong Man" and Michael Anderson for "Around the World in 80 Days."

Screen writers nominated for the new award were, in addition to the winners, Ernest Niehman for "The King and I" and M-G-M's "Somebody Up There Likes Me," Fred Guiol and Ivan Moffat for "Giant."

Paramount to Speed

(*Continued from page* 1)

a total of 63 playdates through March, including those already under way in key cities. All are on a reserved seat-two-a-day basis. The boxoffice tally in the first nine opening engagements, as of last week, was $1,939,000. Together with a $238,000 advance sale projected to immediately after January 1, this accounts for well over $2,000,000.

Television Today

Post-'48 Films

(*Continued from page* 1)

payment to actors a week ago, as reported in MOTION PICTURE DAILY issue of Dec. 19.

Residual deals made with the guilds by Fox on his RKO features are not to be considered representative with respect to other post-1948 films, due to special circumstances surrounding the RKO sale.

British Commercial TV Now Out of Red

By WILLIAM PAY

LONDON Oct. 26 — Associated Rediffusion, the London weekday commercial TV contractors, sustained a less of £3,250,000 in the 22 months between the formation of the company and last October, but is now operating at a profit, chairman J. Spencer Wills told stockholders at the annual meeting. Commenting that their first two years had proved "very unprofitable," Mr. Wills said: "Being first in the field, we have taken the major part in the launching of commercial television in Britain and have had to bear the very substantial financial burden which was involved in so doing."

Program-Sharing Limited

The company, he added, "was revenue producing for only seven of the first 17 months and over that period the expenditure was abnormally high because of the need to build up an organization to provide a continuous supply of programmes within ten months of the company's incorporation. In addition, since no other commercial station was operating for the first five months and only one other in the succeeding two months, the sharing of programmes costs through networking was severely limited."

Time, Inc. to Acquire 6 Consolidated Stations

Time, Inc., has announced it will pay $15,750,000 for six of a group of seven radio and television stations which are owned by the Consolidated Television & Radio Broadcasters, the sale being contingent upon Federal Communications Commission approval.

This is the group of stations which the Crowell-Collier Publishing Co. had failed to purchase recently.

New Film Marketed

A faster, fine-grain, low-contrast photographic film for television use, Type 834 TV Recording film, is now being marketed by the Du Pont Company's Photo Products Department.

Who's Where

The appointment of **George A Heinemann** as director of prograr planning and development for th NBC-owned stations has been an nounced by **Thomas B. McFadden** vice-president of the NBC-owne stations and NBC spot sales. For th present Mr. Heinemann will continu to serve also as program manager WRCA-TV. He was named to tha position September 1, 1956.

□

Col. Edwin L. White, former chie of the Safety and Special Radio Serv ices Bureau of the Federal Commu nications Commission, on January will join the staff of the Radio-Elec tronics-Television Manufacturers As sociation to direct a special informa tional program in connection with th Commission's publicly-announced a locations study and hearing on fre quencies from 890 megacycle RETMA vice-president **James D Secrest** has announced.

□

Robert Cinader has been name director of program planning and de velopment for California Nationa Productions, NBC subsidiary, it ha been announced by **Robert D. Levit** vice-president and general manage of the company. As director, Cinade will develop pilots and programs fo television use, Levitt said.

□

Two staff changes at Peters, Grif fin, Woodward, Inc., pioneer statio representatives, were announced re cently by **H. Preston Peters,** PGW president. **Robert W. Faselt** has bee transferred to the New York radi account executive staff. A membe of the PGW staff since 1952, he re turns to New York after two year in the Chicago office. Added to th radio account executive staff is **Wi liam W. Keup.** Mr. Keup was pre viously on the sales staff of severa industrial magazines.

□

Charles Davies has been appointe to the New York office of WGN, Inc it was announced by Ted Webe WGN-TV sales manager. Davies wi be in the national TV sales depart ment of the Chicago Tribune's broad casting station, Weber said.

Drake Show on ABC-TV

CBS radio star Galen Drake wi move over to the American Broad casting Company January 12 whe his television show, "This is Gale Drake" will premiere. The half-hou variety show will be seen weekl from 7 to 7:30 P.M. every Saturda evening under the sponsorship o Skippy Peanut Butter. Don Appell i producer-director.

1957 happy new year

MOTION PICTURE DAILY

1957 happy new year

VOL. 80, NO. 122 NEW YORK, U.S.A., FRIDAY, DECEMBER 28, 1956 TEN CENTS

ellings Urges

sk Exhibitors o Consider oreign Films

OA to Have Directory n Independent Product

Exhibitors were urged yesterday by est G. Stellings, president of The- Owners of America, "to take an- er look at foreign films and other ependent productions as they may e great potential box office value many situations."

Stellings, in announcing that TOA l begin issuing a regular monthly plement directory next month on

(*Continued on page 2*)

Year Pact With Italy gned by the SIMPP

From THE DAILY Bureau

HOLLYWOOD, Dec. 27 — Ellis all, president of the Society of dependent Motion Picture Pro- ers, today signed a three-year pact h Italy running to Aug. 31, 1959, retary Marvin Faris announced.

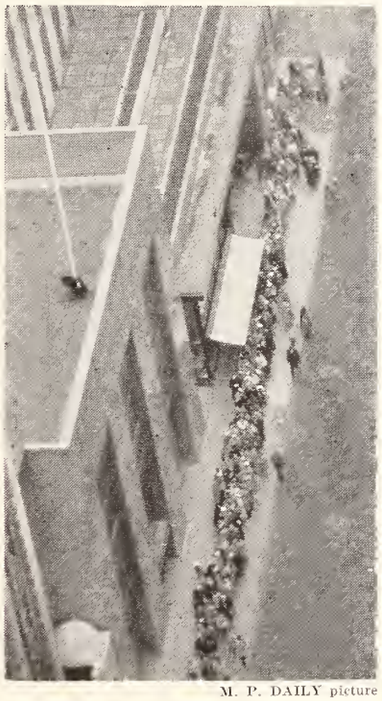
The pact resembles in principle the tion Picture Export Association eement in that it provides for re- ttances to independent producers official rates of exchange in equal centages as those applying to EA companies. The agreement kes provision for 17 permits for current year, to be allocated by sident Arnall.

apacity Attendances uild Theatre Grosses

Broadway, neighborhood and out- town theatres are all having peak siness during the Christmas holiday iod as vacationers, tourists and ldren are crowding the main thor- ghfares.

Along the Great White Way, in

(*Continued on page 7*)



M. P. DAILY picture

Those Lines are Back For the Holiday Show

That's the end of the line waiting to get into the Music Hall box office more than four blocks away, and it's typical of the crowds around the mid-town theatre area this week. Neither rain, nor snow, etc. is keeping them away. The picture was taken about 11 A.M. yesterday.

Savannah Business Up In 1954, Census Shows

From THE DAILY Bureau

WASHINGTON, Dec. 27 — The metropolitan area of Savannah, Ga., had 19 theatres doing an aggregate business of $2,143,000 in 1954, compared to 12 theatres and box office of $1,342,000 in 1947, the U.S. Census Bureau reported today.

In a comparison of data gathered in enumerations in those years, payroll jumped from $273,000 in 1947 to $441,000 in 1954, the Bureau said.

Name Charles Cohen WB Publicity Officer

Appointment of Charles Cohen as Warner Bros. home office publicity manager was announced yesterday by Robert S. Taplinger, vice-president and director of advertising and public relations. Cohen, who resigned as eastern publicity and advertising director for Allied Artists, also will be assistant to Meyer M. Hutner, national publicity manager.

Charles Cohen

Cohen will report to Warner Bros.

(*Continued on page 7*)

Reference Books Ready

1957 Motion Picture, TV Almanacs Available for Industry Distribution

Distribution has begun on the 1957 editions of International Motion Picture Almanac and International Television Almanac, both published annually by Quigley Publications.

Prior to last year both television and motion pictures were included in one volume but with the rapid growth and development of the newer industry, it became necessary and expedient to give television its own book.

Both annuals, edited by Charles S. Aaronson, include the only authoritative "Who's Who" section for the industries. Virtually every important executive, performer and technician in films and television can be found in this section and this includes produc-

(*Continued on page 7*)

First Applications

Four Theatres Ask SBA for Federal Loans

Amounts in $15-$20,000 Range; Names Withheld

By J. A. OTTEN

WASHINGTON, Dec. 27. — The Small Business Administration has its first applications for theatre loans.

SBA officials revealed that there are four applications, involving amounts ranging from $15,000 to $20,000, pending in regional offices. They said no action had been taken on any of the four yet, and that the amounts involved were so small that action might be taken in the regional offices, without referral to Washington.

These are the first applications to be received since the agency some months ago announced it would re-

(*Continued on page 2*)

House Group Decides Against Tax Actions

From THE DAILY Bureau

WASHINGTON, Dec. 27 — A House Ways and Means subcommittee studying excise tax problems met in executive session today but decided against action at this time on proposals for rate cuts.

Instead, the subcommittee confined its voting to proposed excise technical changes, none of which affects the film industry.

The Council of Motion Picture Organizations had submitted to the subcommittee, headed by Rep. Forand

(*Continued on page 7*)

Television Today

Page 7

Happy New Year United Artists

PERSONAL MENTION

GEORGE WELTNER, president of Paramount Film Distributing Corp., will return to New York today from Toronto.

•

KENNETH MCKENNA, M-G-M studio story head, is due in New York from Hollywood next Wednesday for a three-week visit with publishers, editors and writers.

•

SIDNEY DENEAU, Paramount Western sales manager, will leave Miami by train for New York on Sunday.

•

ILYA LOPERT, president of Lopert Films Distributing Corp., has been nominated as a Knight of the Legion of Honor by the French government.

•

JACK JASLOW, independent film exhibitor in Philadelphia, has entered Temple Hospital there for a check-up.

•

GEOFFREY MARTIN, publicity director for J. Arthur Rank, arrived in New York yesterday from London via B.O.A.C.

•

MERLE JONES, president of CBS Television, will leave here today for Bermuda via B.O.A.C.

U-I Schedules Massive Appearance Program

Universal Pictures launches its 18-week "Seventh Annual Charles J. Feldman Sales Drive" and its 45th anniversary celebration this Sunday with a personal appearance program called "the greatest promotional barrage in our history" by David A. Lipton, vice-president of the company, sending 16 film notables to 50 cities for the openings of six pictures in the first two months of 1957.

Stars will travel to the openings of "Battle Hymn," "Rock, Pretty Baby," "Gun for a Coward," "Four Girls in Town," "The Great Man" and "Mister Cory," Lipton said. The first of the tours is underway with Sal Mineo, appearing in "Rock, Pretty Baby," participating in the Detroit premiere and Butterfield Circuit openings this week.

No Paper Monday, Tuesday

MOTION PICTURE DAILY will not be published Monday, Dec. 31, or Tuesday, Jan. 1, because of the New Year's holiday.

M. & H. Refuses 'Doll'; WB Claims Big Booking

BOSTON, Dec. 27—"Baby Doll," the Warner Bros.-Elia Kazan production condemned by the Legion of Decency, has been refused for bookings in a chain of 20 theatres owned by Joseph P. Kennedy, former U.S. Ambassador to Great Britain.

The decision was made by John Ford, general manager of the Maine and New Hampshire Theatres Co. Kennedy said that he "very definitely" approved the action.

"I have been in the business forty-five years and I think this is the worst thing that has ever been done to the people and to the industry," Kennedy said.

New England Premiere Monday

"Baby Doll" is scheduled for its New England premiere next Monday at the Metropolitan Theatre here. The theatre management has emphasized in newspaper releases that the film is "adult entertainment" and that only adults will be admitted.

In New York Warner Bros. announced that 75 additional working prints have been ordered to bring the total of "Baby Doll" prints in circulation to 425. The picture has been booked in 1,118 cities to date, the company said. It is being booked "heavier than any of our other major productions," a spokesman said, "with the only problem areas being Albany and the Maine and New Hampshire circuit."

Stanley Warner Zone Officials Talk 'Doll' with Albany Mayor

ALBANY, N. Y., Dec. 27—While a decision was waited from Warner Brothers in New York on the withdrawal of "Baby Doll" from scheduled exhibition at the Strand Theatre, it was learned a delegation of Stanley Warner zone officials quietly visited Mayor Erastus Corning late yesterday to discuss the situation.

Earlier in the week, there had been reported intimations the city administration did not look with favor on the plan to premiere the picture New Year's Eve. This presumably came in the wake of strong Catholic protests made to the theatre by Rev. Thomas H. Kay, diocesan director of the Legion of Decency, and in a front page "Evangelist" editorial.

Heading yesterday's delegation was Harry Feinstein of New Haven, Conn., Northeastern zone manager.

Although "Baby Doll" has a state seal, which makes a theatre immune from prosecution, this apparently would not stop the city from taking action. Several years ago police chief John P. Tuffy ordered "Bitter Rice" removed from the Ritz theatre after the first show. That film, too held a state license.

Washington's Keith Theatre Is Sold

WASHINGTON, Dec. 27 — The Keith Theatre and the Albee Building here have been sold to Morris Cafritz of this city for a reported $1,550,000, it was announced today by Sol A. Schwartz, president of RKO Theatres, Inc.

RKO will continue to operate the theatre under a 5-year lease from the new owner. The Albee Building is a modern, fully rented office building in downtown Washington.

Four Theatres

(*Continued from page* 1)

ceive requests from conventional theatres for modernization and repair loans.

The loan applications come from theatres in four states — Connecticut, California, Georgia and West Virginia. SBA officials refused to give the names of the theatres involved, saying that it is agency policy not to give the names of applicants, in case the application is turned down. Favorable actions are announced by the agency periodically.

Meanwhile, it was learned that SBA will have to ask Congress for additional lending funds soon after the first of the year. Present lending funds are nearly exhausted.

The life of the agency expires under present law on June 30, but Congress is certain to extend it another year or more.

California Honors Paramount's 'Barn'

HOLLYWOOD, Dec. 27 — The famed barn on the Paramount studio premises today became State Registered Landmark No. 554 as California, in ceremonies attended by civic and social officials, for the first time extended historical recognition by dedicating the barn as the official birthplace of the feature-length motion picture.

The barn, which has been maintained in a fine state of preservation and is now used regularly as a studio gymnasium, was leased by Cecil B. DeMille Dec. 16, 1913, for use in producing "The Squaw Man," co-starring Dustin Farnum and Winifred Kingston. Miss Kingston was among a score of stars who attended dedication exercises today.

Columbia to Close

Columbia Pictures reported yesterday that company offices will close at 3:00 P.M. on Monday, Dec. 31.

Ask Exhibitors

(*Continued from page* 1)

foreign and independent product stated:

"There has long been a need fo this service. Many exhibitors are un able to obtain information on thi potential source of product. This fac was brought to light vividly durin our recent convention.

"With the current product shortage exhibitors are most eager and keenl interested in learning more about th use and availability of specialized for eign films and other independent pro ductions. We urge all exhibitors t take another look at these types o films. They may have great potentia box office value in many situations.

To Supplement Monthly Bulletin

The TOA directory will be mad available to members starting in Jan uary as a supplement to the theatr association's monthly bulletin. Th publication will carry complete in formation on all foreign and inde pendent product, names and ad dresses of independent distributor and current and future releases an other pertinent data pertaining to th production, distribution and bookin of specialized films.

Communion Breakfast In Hollywood Feb. 3

HOLLYWOOD, Dec. 27 — Th sixth annual Communion Breakfas for Catholics in the film industr here will be held at 10 A.M. Feb. 3 at the Hollywood Palladium, follow ing mass celebrated by His Eminenc James Francis Cardinal McIntyre a Blessed Sacrament Church, genera chairman Doug Bridges today an nounced.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
MARLON BRANDO · GLENN FORD
MACHIKO KYO
starring in CinemaScope and METROCOLOR in
"THE TEAHOUSE OF THE AUGUST MOON"
AN M-G-M PICTURE
and THE MUSIC HALL'S GREAT CHRISTMAS SHOW

TEASERETTES
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CROSS PLUGS
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TENT TALK

Variety Club News

TORONTO—Dan Krendel heads the fund-raising committee of the Variety Club here. Krendel will appoint his own committeemen. Chet Friedman, elected property master for his first term as a member of the crew, will head two key committees, both related to the major object of creating income for Variety Village. Friedman will be in charge of the souvenir program for the annual baseball game, as well as acting as publicity director for the tent.

△

SAN FRANCISCO — Women of Variety, organized wives of Variety Club members, have elected Mrs. Rotus Harvey as president to succeed Mrs. Jesse Levin, and voted Mrs. George Christopher, wife of the mayor, an honorary member. Other new officers: Mrs. Sylvia O'Neal and Mrs. George Mitchell, first and second vice-presidents, respectively; Mrs. Sam Roth, recording secretary; Mrs. Frank Harr, corresponding secretary; Mrs. Monroe Belling, treasurer; Mrs. Nate Sontag, historian. Board members: Mrs. Rodda Harvey, Mrs. John Parsons, Mrs. Edward Levin, Mrs. Bernie Mannheimer and Mrs. Al Shmitken.

△

OMAHA—Four new members were elected to the crew of Variety Club of Omaha, Tent No. 16, at a dinner-dance recently at the Blackstone Hotel Ballroom here. The quartet includes Lyle DeMoss, assistant manager of WOW-TV; Abe Slutsky, owner of Playland Park; George Regan, branch manager of 20th Century-Fox; and Sam Stern, owner of the 40-Bowl. Re-elected were Frank Gartner, owner of Film Transport; Ross Lorello, owner of Ross' Steak House; Glenn Trump, public relations director of Ak-Sar-Ben; Don Hammond, of Romeo-Hammond Productions; Pat Halloran, branch manager of Buena Vista Pictures; William E. Barker, manager of Co-op Pictures; Joe Jacobs, branch manager of Columbia Pictures, and Norm Nielsen, branch manager of RKO Pictures.

Paramount Negotiates For Record Company

In a move to further diversify its interests, Paramount Pictures has opened negotiations with representatives of the Dot Record Co., a small recording company, seeking to acquire that organization as a subsidiary of the production-distribution company, it was reported yesterday.

According to a Paramount executive, an agreement setting a purchase price of $3,000,000 for Dot Records has already been set. The recording company specializes mainly in hillbilly and popular records. It was incorporated in 1950 with offices here and in Hollywood.

Paramount Pictures now has extensive interests in DuMont Laboratories, DuMont Broadcasting Corp., KTLA, Los Angeles, International Telemeter Corp., Chromatic Television Laboratories, and Famous Players Canadian Corp.

Houston Group Elects

HOUSTON, Dec. 27. — William Ratcliff, Epsom Drive-In Theatre owner, was elected president of the Houston Independent Theatres Association for the coming year. Alvin Guggenheim, Broadway and Yale Theatre manager, was elected vice-president, with Dan Goodwin, Winkler Drive-In Theatre manager, as secretary-treasurer. Lowell Bulpitt is retiring president.

File Trust Suit on Chicago Drive-ins

CHICAGO, Dec. 27—A total of $1,500,000 in treble damages is sought by Morton Fink in a suit filed in U. S. District Court against five persons and corporations operating outdoor theatres. The suit alleges the defendants are attempting to monopolize the outdoor theatre trade in northwest Cook County, where Fink is trying to build an outdoor theatre.

Defendants are Edwin Silverman and Essaness Theatres Corp., River Grove Theatres Corp., Melma Entertainment Corp., Harold and Theresa Abrahamson, as partners in Norwood Enterprises, and Ralph Smitha as president of Essaness Associates, Inc. Attorney for the defendants is Lewis Schimberg.

Smith Circuit Sets Employee Benefits

Special to THE DAILY

BOSTON, Dec. 27—Details of a new comprehensive insurance, medical and hospitalization plan for managers and field executives of the Smith Management Co. here were announced today by Richard A. Smith, vice-president of the company.

Benefits now set up for company officials include: a $10,000 life insurance policy; $15 per day hospitalization; complete medical and surgical expenses up to a specified limit, and 17 weeks of unemployment compensation at full pay. District managers will be allowed "a slightly larger program," Smith said.

Chicago Acadia Reopens

CHICAGO, Dec. 27—The Acadia Theatre reopened Christmas Day, with Arthur Gould as manager. The theatre was completely remodeled while it was closed for several weeks.

PEOPLE

Gene Tunick and Stanley Kositsky, of United Artists' Philadelphia branch, will be honored Monday evening, Jan. 21, at a testimonial dinner held by the Motion Picture Associates of Phialdelphia at the Bellevue Stratford Hotel. Tunick was recently named Eastern district manager and Kositsky replaced him as Philadelphia manager.

□

Tom Stanton has replaced Richard **Galsworthy** as manager of the Fox Theatre in Eugene, Ore. Galsworthy moved to Seattle to take over the management of the Egyptian Theatre there.

□

Louis Roe has been appointed assistant manager at the MacDonald Theatre in Eugene, Ore., it was announced by Alton **Robbins**, manager for the Evergreen Theatre Circuit.

□

Edward M. Warnecke has been named national membership chairman of the Society of Motion Picture and Television Engineers for 1957-58, it was announced by **Barton Kreuzer**, president-elect of the Society. Warnecke, who succeeds **John W. DuVall**, has been SMPTE Eastern regional membership chairman for the past two years.

□

Ben Odell has been elected to the newly-created position of executive vice-president of Cathedral Films, Inc., of Burbank, Calif., it was announced by **Dr. James K. Friedrich**, president of the company.

□

Rudy Lehmann for many years sales representative for Republic Pictures in Atlanta has resigned.

In 1957 one picture will not be forgotten...

"Outstanding mass-appeal...in the ranks of the superior entertainments of the year...will bring out of the homes those who shop selectively for their film fare and want something far better than the routine... scintillating performances..!" *FILM DAILY*

"Absorbing, suspenseful...stimulating entertainment..!"

FILM BULLETIN

"José Ferrer and Universal have done themselves proud with a powerful drama...no punches pulled... adult, racy...Anyone who likes to get solidly entertained, and millions of people do, will find this film a richly satisfying evening..!" *MOTION PICTURE HERALD*

"...holds strong emotional appeal...should interest and entertain adult audiences..!" *SHOWMEN'S TRADE REVIEW*

and ED WYNN with JIM BACKUS · RUSS MORGAN · ROBERT FOU

"EAT" IS THE WORD FOR José Ferrer IN THE GREAT MAN

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KEENAN WYNN
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Motion Picture Daily Feature Reviews

Gun for a Coward

U-I—CinemaScope

HOLLYWOOD, DEC. 27

WITH NAMES as significant as Fred MacMurray, Jeffrey Hunter, Chill Wills, Janice Rule, Dean Stockwell and Josephine Hutchinson to bill with, any showman worth his salt can get this Western drama off to a strong opening, and the picture figures to take good care of itself and the customers from that point on. It is a story of the Old West, but it is not an old Western story. In theme and treatment it follows its own channel, independently of formula, and arrives logically, plausibly, at its own conclusion, which isn't a pattern ending either. The roles require characterization, not merely riding and shooting, and the players provide it expertly. You've got to go far back in trade history, far back into the silences, to a great Thomas H. Ince production entitled "The Coward," with Frank Keenan and Charles Ray, for a comparable use of cowardice on the screen, and if you do go back that far you'll find an accompanying record of box office profits.

The picture, produced in CinemaScope and Eastman color by William Alland, and directed tellingly by Abner Biberman from a script by R. Wright Campbell, presents MacMurray, Hunter and Stockwell, in that order as to age, as the three sons of Miss Hutchinson, widow of a rancher whose ambitions for their ranch the boys have determined to fulfill. MacMurray is long-time fiance of Miss Rule, daughter of a neighboring rancher, and delays their wedding in the hope that economic security can be guaranteed. Hunter, who has become known in the community as timid to the point of cowardice, is secretly in love with Miss Rule, also, but doesn't make this known until she tells him she reciprocates. Stockwell is the third brother, courageous beyond common, and in his performance of this role young Stockwell sets up a new career for himself as an actor of major ability. Wills, in a part similar in purpose to his "Giant" assignment, gives the subject his usual expert services. There is a plentitude of frontier fighting and related action in the story.

The period is the era when Abilene was the destination of the great cattle drives, one of which figures in this story, and the cast includes, in addition to those named above, Betty Lynn, Iron Eyes Cody, Robert Hoy, Jane Howard, Marjorie Stapp, John Larch, Paul Birch, Bob Steele and Frances Morris.

Running time, 88 minutes. General classification. March, 1957 release.

WILLIAM R. WEAVER

Tomahawk Trail

United Artists

THERE'S NARY A DULL moment in this lively little cavalry-Indians skirmish being released through United Artists as a Bel-Air production. The heroics are of the standard brand, but it's an old faithful brand, as exhibitors well known, and there's no need to brief them on how to put it over, especially with their younger public.

Chuck Connors, an actor who has been steadily gaining ground this last year or so, is manly, stalwart and believable as the intrepid sergeant of the strong-and-silent school. This sergeant certainly has his headaches. First he has to take over command of a cavalry troop on a routine patrol mission to Fort Bowie when his half-crazed lieutenant collapses. They are in hostile Apache territory, and Connors and his band find themselves weathering such assorted calamities as desert heat, the loss of their horses, lack of water, random Apache attacks, and just about every vicissitude screen play writer David Chandler could dream up.

All that is missing at this point is the entrance of two lissome young ladies to apply the final indispensable ingredient: romance. One, Lisa Montell, is the daughter of an Indian chief. The other, Susan Cummings, is the last white survivor of a fort massacre. The soldiers make passes at them and Connors gets involved with Miss Cummings.

The final scenes find all holed up in a fort, with the lieutenant threatening intermittently to have Connors court-martialed for insubordination and the Apaches coming ever nearer. When the grand-scale Indian attack comes, of course, it is as lively and gory as any of the younger generation could possibly desire. The lieutenant is killed, the Indian chief's daughter successfully pleads with her people for the lives the fort's defenders, and Connors and Miss Cummings pair off.

Connors gets good support from John Smith, the Misses Cummir and Montell, and Neise, Robert Knapp, Eddie Little and others. Les Selander directed, Howard W. Koch did producer duty and Aub Schenck served as executive producer.

Running time, 60 minutes. General classification. Release date, not s

LAWRENCE J. QU

Blonde Sinner

AA—Harpe

HOLLYWOOD, DEC.

THE AMERICAN recognition built up for Diana Dors since her arrival this country to work in American pictures figures to attract a substan turnout to the opening of this English-made melodrama, and the K neth Harper production in which she is starred is of a kind and qual to please audiences attracted in that manner. It is a film measuring well to the British standard for melodrama, which is pretty high, a although it is essentially grim in character, having to do primarily w murder and murder's consequences, it also embraces material wh gives the star occasion to display her most graphically publicized tributes amply. Her performance, like those of her supporting play is first-rate.

"Blonde Sinner" was produced and exhibited in England as "Yi to the Night," having been taken from the book of that title by Jo Henry, who worked with John Cresswell on the screenplay direct with steady skill, by J. Lee Thompson.

In the American title role Miss Dors portrays an emotion-impel young woman who murders a woman she believes responsible for lover's suicide, and who is tried and convicted of the crime. The nar tive is told principally in flashbacks, with the murderess reflecting u the dramatic events in her past as she sits in her death cell awaiting final penalty.

Yvonne Mitchell, Michael Craig, Geoffrey Keen, Olga Lindo, M Mackenzie, Joan Miller, Marie Ney, Liam Redmond and Marjo Rhodes are prominent in a large, competent cast.

Running time, 73 minutes. Adult classification. For December rele

W. R.

Man in the Vault

RK

SUSPENSE AND VIOLENCE are the top qualities of this production, althou the brief but fascinating appearances of Anita Ekberg in a second role can certainly be a drawing feature. The emphasis is on melodra and Producer Robert E. Morrison has filled the cast with experien "heavies" such as Berry Kroeger, Mike Mazurki, Paul Fix and Ja Seay.

William Campbell is a plausible, good-looking young locksmith w has desires to better himself but never considers really doing it u he meets Karen Sharpe, whose wealthy parents are accustomed to giv her anything she wants. In spite of his desire, he turns down an o by Kroeger to manufacture keys for a certain safe deposit box contain $200,000, the property of Seay, a racket king. A beating by Mazu fails to daunt him, but when Miss Sharpe's life is threatened he agr to the plan.

Circumstances lead him to think that Miss Sharpe was in the sch to dupe him, and Campbell steals the money himself. The girl convin him that she is innocent, but before he can make up his mind ab the cash, the plotters track them down. Everyone, including a vengea bound Seay and a double-crossing Fix who wants all the money, m at Kroeger's home and wipe out half the cast before the picture ends.

Two well-directed suspense scenes are in the bank vault as Ca bell makes copies of the keys and returns to steal the money wit visual range of clerks and guards, and in a darkened bowling a where he frantically dodges a mysterious assassin.

Andrew V. McLaglen directed. Burt Kennedy did the screenp from a novel by Frank Gruber.

GUS DAL

Film and TV Almanacs Out

(Continued from page 1)

a. distribution and exhibition for is. Also duplicated in the two oks is the feature films section ich includes a listing of all releases n 1944 to 1956 with title, stars, easing company, release date, run- g time and whether in color and/or pecial process. This section also ludes a complete breakdown of for- n films in release—by company and country of origin.

The biographies and the feature is are located in both books as the ormation included in the two sec- ns is of much use and interest to two industries which are so great- inter-related today.

Completely Indexed

Also in both books is a complete tion on statistics for the particular lustry, a table of contents and a full lex with thorough cross-references facilitate finding information de- ed.

The 14 sections into which both oks are divided represent a valid l basic cross-section of all the vital ormation which many find so neces- y and helpful. Each section is mb-indexed which permits the st convenient method of use by the der.

Additional sections in the film an- al include: a complete list of pro- ction and distribution corporations; mpanies operating four or more the- es in both the U.S. and Canada; up-to-date listing of all drive-ins; listing of services which include n exchanges, laboratories, screening oms, trailer distributors, talent and literary agencies, publicity representatives, Government film bureaus, and others; a listing of Academy Award winners throughout the year and all Quigley Publications Awards since their inception plus awards made by other publications and organizations; all producer-distributor and exhibitor organizations, guilds and unions and film clubs; listing of equipment and refreshment products manufacturers and theatre supply dealers in the U.S. and Canada; full texts of the Motion Picture Production and Advertising Codes; the industry in Great Britain; the industry in the world; listing of trade publications, newspaper critics, magazines' writers and foreign press representatives, and a listing of producers, distributors and libraries of non-theatrical films.

Overseas Information Given

Additional sections in the television book include: personnel for all stations in the U.S. and possessions plus channel allocations; producers-distributors of programs, commercials, films and shorts; a listing of services including rental studios, cutting rooms, film effects, sound effects, music, animation, market research and others; all network and syndicated programs; all advertising agencies and station representatives; national and regional organizations and guilds and unions; the industry in Canada; the industry in Great Britain; the industry in the world; complete text of the Television Code, and a listing of trade publications, newspaper critics and fan magazine writers.

Attendances

(Continued from page 1)

w York, theatres have been re- rting that they have been playing capacity audiences at each road- ow and continuous performances. The Radio City Music Hall, which ens its doors early and closes late the evening, has been enjoying rec- l business as long lines of patrons re waiting patiently yesterday to e the showcase's presentation. Des- te the brief snow flurry and light in, all theatres reported top busi- ss at all hours.

Situation Is National

Around the nation, similar reports ve been heard from theatres. RKO's he Brave One" racked up a gross $15,708 in the first week of its run the State Theatre in Hollywood. he film also topped business records the Stage Door in San Francisco. Business in New England was also a high plane as top pictures have en encouraging more patrons. Even- g business especially has been great Hartford, according to theatre re- rts with such films as "Hollywood Bust," "King and Four Queens," Westward Ho The Wagons" and our Girls in Town" doing top busi- ss.

Charles Cohen

(Continued from page 1)

on Jan. 7 to succeed Charles S. Steinberg, who is joining CBS radio network as director of audience promotion.

Cohen was associated for more than 20 years with the publicity and advertising departments at M-G-M, Universal and 20th Century-Fox. During his five years at Fox, he served as assistant publicity manager, and associate advertising manager. He also was the company's CinemaScope specialist, coordinating promotion of the anamorphic lens process.

House Group Decides

(Continued from page 1)

(D., R. I.), a plea for further admissions tax relief. Today, however, the subcommittee decided that this and other requests received from business groups for excise rate cuts would have to be passed over until the full committee and House Democratic leaders had a chance to express their views on tax cuts in 1957. The administration has indicated it would oppose all tax cuts.

The Forand subcommittee said it would make public its decisions during the second week in January.

Television Today

CBS-TV Billings Up 18.2% in 10 Months

CBS Television's gross billings for the first 10 months of 1956 showed an increase of 18.2 per cent over the January-October period in 1955, the network announced yesterday in a special year-end report on operations.

It added that in the same 10-month period the network increased its dollar volume over the preceding year 20 per cent more "than did the second network."

A total of 122 different advertisers promoted their products on CBS-TV during 1956, of which a total of 26 were new to CBS and 15 of these were new to network television. "In programming," said the statement, "CBS Television decisively demonstrated its leadership." The network said that the Nielson ratings recently gave CBS-TV a clean sweep of the top 10 nighttime programs and also showed that CBS-TV dominated the ratings in 37 half-hour periods while other networks held a lead in only a total of 11 half-hour periods.

The network also reported that during 1956 the number of affiliated stations reached a new high of 227 stations, surpassing even the all-time peak figures for the CBS Radio Network.

CBS Unveils 'Odyssey' At Waldorf Luncheon

CBS Television introduced to the press yesterday at a Waldorf-Astoria luncheon its new Public Affairs program, "Odyssey," which will start January 6. The one-hour show will occupy the 4-5 P.M., EST spot on Sundays. Irving Gitlin, CBS director of Public Affairs, described the program, its origin and background, while Merle Jones, who will become president of CBS Television next week, and Sig Mickelson, vice-president in charge of News and Public Affairs, stressed the importance and value of such public service programs.

Collingwood the Host

Charles Collingwood, who gave up his mid-day news spot to be host and commentator of "Odyssey," gave a more detailed description of the planned shows, citing the fact that they will be live or on film, and a combination of both, that they are made with the cooperation of the museums of the world, and will cover such diverse material as the early development of jazz in the United States, and the Samurai, Japanese warriors of centuries ago. The series' producer is Charles Romine, who wrote for them and produced the CBS Television series of last year, "Adventure." The "Odyssey" program is produced in cooperation with the American Association of Museums.

ABC-TV Growing Fast In Operations: Treyze

The ABC Television network is ending the year 1956 with "an accelerating pace and a building up of momentum for a new program of growth and expansion in all phases of its operations for 1957," Oliver Treyze, vice-president in charge of the ABC-TV network, said yesterday in a special year-end statement.

Within the past several weeks, said Treyze, ABC-TV has signed an exclusive three-year contract with Frank Sinatra; has, through its parent company, American Broadcasting-Paramount Theatres, obtained loans of $60,000,000 to finance further growth of the company and, in particular, additional facilities for ABC-TV; and "has moved forward with plans to acquire other new programs to establish a continuing and consistent level of excellent entertainment."

Expect $75,000,000 Billings

ABC-TV's gross billings for 1956 are expected to exceed $75,000,000, the statement continued. "Within the past month, ABC-TV's home-hour circulation has, for the first time, passed the 100,000,000 home hours of viewing mark weekly for its nighttime commercial programs."

Also in the year, the network gained primary affiliates in such markets as San Diego, Richmond, Va., Albany-Schenectady-Troy, Evansville, El Paso, Knoxville, Madison, Wis., Enid-Oklahoma City, and Durham-Raleigh. Within the next 60 days, it will have primary affiliates also in San Antonio and Norfolk-Portsmouth, and, within the coming year, in Omaha and Boston.

"But," Treyze concluded, "in the most important area of network competition, that of competing for the viewer's attention, ABC-TV is moving toward equality among the three networks in those time periods where there is three-network competition."

20th-Fox TV Producer To Form Own Company

HOLLYWOOD, Dec. 27.—Samuel Marx, 20th Century-Fox executive producer for television, has resigned to start an independent TV film production group.

Marx will begin production with two film series. One is titled "Shields of Africa," scheduled to start filming in spring. The second half-hour series is described as "an action-type entertainment."

'80 Days' for TV

Highlights of last Saturday's Hollywood premiere of Michael Todd's "Around the World in 80 Days," a United Artists release, will be featured on Steve Allen's NBC-TV program Sunday, Dec. 30. Film clips of the event will be used.

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Joy Theatre, New Orleans

BIGGEST CHRISTMAS DAY OPENING IN 16 YEARS
Fulton Theatre, Pittsburgh

BIGGEST OPENING DAY OF ANY U-I PICTURE IN ANY THEATRE IN THIS CITY
Don Theatre, Alexandria, La.

DID FULL WEEK "GLENN MILLER" BUSINESS IN 2 DAYS
Guyan Theatre, Logan, W. Va.

FIRST TWO DAYS TOP "GLENN MILLER STORY"
Southern Theatre, York, Pa.

EQUALLING "TO HELL AND BACK" BUSINESS
United Artists Theatre, Chicago

EQUALLING "GLENN MILLER" BUSINESS
RKO Albee, Providence

Written on the WIND

TECHNICOLOR®

A Universal-International Picture starring

ROCK HUDSON · LAUREN BACALL
ROBERT STACK · DOROTHY MALONE

with

ROBERT KEITH · GRANT WILLIAMS · HARRY SHANNON

Directed by DOUGLAS SIRK · Screenplay by GEORGE ZUCKERMAN · Produced by ALBERT ZUGSMITH

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